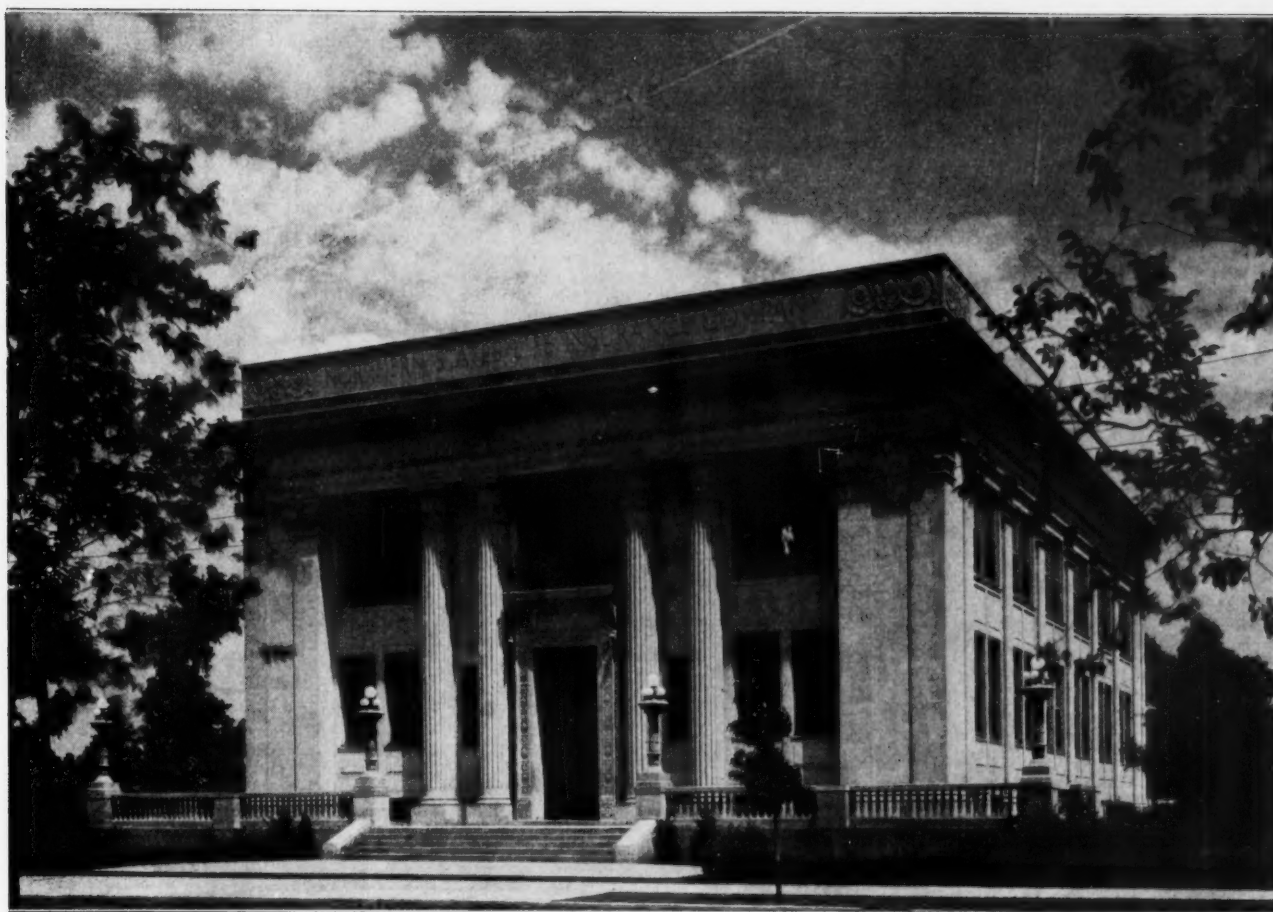


INDIANA INSURANCE DAY INSERT

# The National Underwriter

A WEEKLY NEWSPAPER OF INSURANCE

THURSDAY, JANUARY 22, 1931



## NORTHERN STATES LIFE INSURANCE COMPANY

HAMMOND  
INDIANA

*"DESERVING OF PREFERENCE"*



## *The* AZTECS *built for* SECURITY

On islands in the middle of Lake Texcoco, near the present Mexico City, the Aztecs settled . . . more than six centuries ago. *Protected on all sides* against the raids of enemy tribes, they prospered to an amazing degree. Their temples and pyramids are still regarded as architectural masterpieces.

\* \* \* \* \*

Modern protection *on all sides* is provided for the property owner by the Fireman's Fund Group. Any agent who represents the Fireman's Fund or one of its affiliated Companies can sell Fire, Use and Occupancy, Explosion, Sprinkler Leakage, and other insurance coverages with the conviction that his assured is protected by a policy in one of the nation's strongest insurance fleets.

## FIREMAN'S FUND INSURANCE COMPANY

. . . and affiliated companies:

HOME FIRE & MARINE INSURANCE COMPANY, OCCIDENTAL INSURANCE COMPANY  
FIREMAN'S FUND INDEMNITY COMPANY  
and on the Pacific Coast the OCCIDENTAL INDEMNITY COMPANY

*Fire • Marine • Automobile • Casualty • Fidelity • Surety*

SAN FRANCISCO

NEW YORK

CHICAGO

BOSTON

ATLANTA

When he joins the Caterpillar Club -  
Where will the Plane crash?  
Sell Aircraft Damage Insurance

**The AMERICA FORE GROUP of Insurance Companies**

THE CONTINENTAL INSURANCE COMPANY FIDELITY-PHENIX FIRE INSURANCE COMPANY NIAGARA FIRE INSURANCE COMPANY  
AMERICAN EAGLE FIRE INSURANCE COMPANY FIRST AMERICAN FIRE INSURANCE COMPANY MARYLAND INSURANCE COMPANY OF DELAWARE

*Eighty Maiden Lane.*

THE FIDELITY AND CASUALTY COMPANY

*New York, N.Y.*

ERNEST STURM, Chairman of the Board  
PAUL L. HAID, President  
ERNEST STURM, Chairman of the Board  
WADE FETZER, Vice Chairman  
PAUL L. HAID, President

NEW YORK

CHICAGO

SAN FRANCISCO

ATLANTA

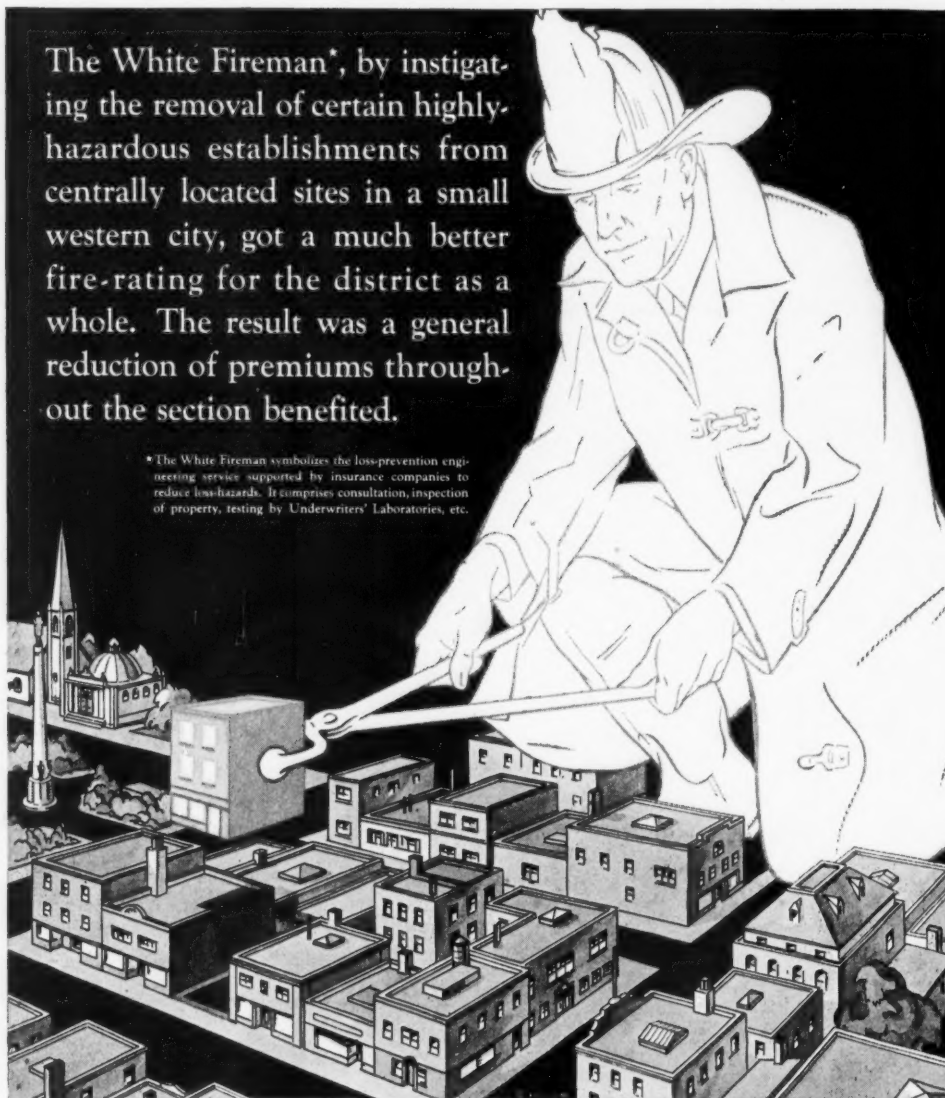
DALLAS

MONTREAL



The White Fireman\*, by instigating the removal of certain highly-hazardous establishments from centrally located sites in a small western city, got a much better fire-rating for the district as a whole. The result was a general reduction of premiums throughout the section benefited.

\*The White Fireman symbolizes the loss-prevention engineering service supported by insurance companies to reduce loss-hazards. It comprises consultation, inspection of property, testing by Underwriters' Laboratories, etc.



WHITE FIREMAN Service may be secured through responsible insurance agents or brokers. Ask your North America Agent. He is listed in Bell Classified Telephone Directories under the heading—  
Insurance Company of North America



## The Insurance Company of North America

PHILADELPHIA

The Oldest American Fire and Marine Insurance Company—Founded 1792

and its subsidiary companies:

ALLIANCE CASUALTY COMPANY  
THE ALLIANCE INSURANCE CO. OF PHILA.  
CENTRAL FIRE INSURANCE COMPANY  
INDEMNITY INS. CO. OF NORTH AMERICA  
NATIONAL SECURITY FIRE INS. CO.  
PHILADELPHIA FIRE & MARINE INS. CO.

write practically every form of insurance except life

**A** DANGEROUS occupancy located in the midst of a built-up section may house a potential conflagration likely to get underway at any time.

It is one of the White Fireman's functions to locate such hazards and recommend their removal to more isolated sites.

*Above is shown, in reduced size, and without the color of the original, a full page advertisement appearing in The Saturday Evening Post, January 24th; Literary Digest, January 24th.*



# The National Underwriter

Thirty-Fifth Year No. 4

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, THURSDAY, JANUARY 22, 1931

\$4.00 Per Year, 20 Cents a Copy

## Annual Reports Arouse Interest

Large Increase in Dwelling House  
Risks Indicates Higher  
Moral Hazard

## RECOVERY FOUND SLOW

Company Officials See Little Signs of  
Business Improvement, But In-  
vestments Are Better

NEW YORK, Jan. 21.—Now that preparation of annual reports for 1930 is either completed or rapidly nearing that stage, company officials know pretty accurately what their experience the last 12 months has been. They are busy preparing programs for this year, ardently hoping that results will be better.

The loss record of the last two weeks, however, is not reassuring. Claims in large number were reported, and, what is more disconcerting, on dwelling houses, a class rated "preferred." Why so many dwelling houses should burn just now, even allowing for the usual severe mid-winter increase, is hard for underwriters to understand. The conviction is growing that many of these are moral hazards and many home owners who bought properties during the prosperous days prior to 1929 on the time plan, are now finding difficulty in making payments and taking the easy way out.

### Situation Not Improved

Anxious as are most company executives to discover favorable signs in the business, candor compels the admission that few have been noted thus far, despite optimistic statements of many bankers and industrial leaders. The prevailing thought of officials is that the return of general business to normalcy will be a slow, although steady process. They are satisfied to have it so, arguing that the prosperity of the last few years was largely artificial.

While it is hazardous to predict what the value of standard stocks traded in on the New York Exchange will be at the close of 1931, one leading official who is in close and constant touch with financial as well as insurance matters, advances the opinion that by and large, stocks of a character held in the portfolios of many fire companies will show an over-all gain of 20 percent compared with figures at the close of 1930.

### Home of New York Report

While some observers still believe that 1930 statements of the great majority of fire and casualty companies will reveal substantial surplus decreases by virtue of the great shrinkage in security values during the past year, the fraternity generally is not nearly so certain that this will prove to be the case. The report of the Home of New York issued ten days ago, showing in a portfolio of over \$128,000,000 a decline of but 10 percent, whereas it was previously argued 'on

(CONTINUED ON PAGE 50)

## Further Farm Reforms Needed; Goss Reelected

Evidence that the organized movement started several weeks ago to reform the farm business in the central west will be carried forward in earnest is found in the presidential message of I. D. Goss, delivered at the annual meeting of the Farm Association in Chicago, Wednesday afternoon. Mr. Goss said that the crossroads have been reached. Year by year, insurers have been waiting for the fortunes of the farmer to turn upward, a circumstance which would automatically bring improvement in the farm insurance business. But, he said, the fact must be faced that no such improvement is in prospect, and insurers must adjust their practices to present day realities.

Mr. Goss, who is farm manager of the America Fore Companies, was the choice of the nominating committee for reelection as president of the Farm Association. This will be his fourth term in that position. E. T. Tanner, of the Security of New Haven, was nominated for vice-president. Charles F. Thomas is retained as secretary.

### Major Issue Stated

"The major issue," Mr. Goss stated, "seems fairly clear today. It is one of adjustment. For years we thought we could see the revival of agriculture just around the corner. But when we turned the corner we have seen our picture fade out until we must conclude that it was only a mirage. A year ago it was being said that the farmer was surmounting his problem; that he was on the high-road to better things; that many forces were working in his favor. Again the picture faded. Economic forces as well as the forces of nature conspired to hold him back. The drought withered his crops and the condition of foreign and domestic markets gradually pulled down the price of his product.

"We find now," Mr. Goss added, "that the farmer's income for 1930 is off the huge sum of \$2,400,000,000. That is about \$100 per capita for the farm population and means that the farmer's pocketbook will be able to reach little beyond actual necessities, if indeed it is equal to that."

### Ten Years Behind

Mr. Goss declared that farm underwriting is 10 years behind the times. Reforms that should have been introduced following the agricultural crash in 1920 should now be adopted. The reason they were not adopted following 1920, according to Mr. Goss, was first that the problem was not so well defined in the minds of the companies and secondly the farm writing field had been crowded in days of agricultural prosperity, so that there was an excess of companies scrambling for seriously reduced income. "Reforms were slow in taking form," Mr. Goss declared, "because the spirit of liberality still prevailed and we were too fearful of the competitive factor to follow faithfully the dictation of our best judgment."

Specifically, Mr. Goss recommended that the farm business be shorn of such "costly ornamentation" as concessions, expediency, accommodation lines, spe-

cial consideration, excess commission.

In adjusting farm writing practices to present day conditions, Mr. Goss pointed out two general avenues of approach. The farm agent must be won to the new viewpoint and a reduction of insurance to value must be effected. The farm agent must be won to the new standard, according to Mr. Goss, either by moral suasion or his support should be demanded in the name of self preservation.

The agent, according to Mr. Goss, must, above all, give the company a true picture of every risk. Mr. Goss declared that the story the present application tells is incomplete. "We must consider," he said, "the style, size, location, and above all, utility, for a building has no value beyond its utility. With the changing conditions on farms; with the transition from the horse age to the tractor age; with the abandonment of farms, consolidation of farms, thousands of buildings have depreciated from 50 to 100 percent in utility, with all the physical value intact."

### Judgment on Applicant

In addition, the agent must give the company his judgment on the character and standing of the applicant, his success as a farmer, his indebtedness, ability to handle his farm, all points in grading a farm risk as good, fair or poor.

"As the first step in winning support of the agents in this program, Mr. Goss advocated "a strong organization statement to local agents, a conciliatory appeal to reason which will attest to our solidarity of purpose. This to be followed by individual company action of such kind as is best adapted to each local situation."

As to reducing the level of insurance to value Mr. Goss asks: "Does it not appear that we have gone too far in yielding to the insistence of agents and assureds that replacement cost be still regarded as the measure of value? Through the constant pressure which has been exerted upon us, have we not fallen short in bringing down the actual value of farm buildings to the extent that the developments of the last 10-year period clearly require?"

### Land Value Shrinkage

"There has been a shrinkage in land values of great proportion; more than usual natural depreciation of improvements; and added to all this, a sharp decline in building costs. We cannot win at this game unless we keep ourselves in such a relation with our risks that a fire loss will always be a penalty and never a reward. The man with \$10,000 worth of buildings on a \$20,000 farm of 80 acres in 1919, may have been a good subject for \$7,500 of insurance. But the same man with the same physical value in buildings and the same farm worth \$10,000 today would not be entitled to \$7,500 of insurance unless we want to set up a potential moral and carelessness hazard.

Mr. Goss concluded by stating that "We must approach the subject of rat-

## Auto Insurance Is Strengthened

Executives Highly Pleased with  
First Year's Operations of  
New Association

## AFFAIRS RUN SMOOTHLY

Better Theft Experience Noted in 1930  
But Fire Loss Worse—Fine Co-  
operation in Organization

Fire executives are highly pleased with the way in which the National Automobile Underwriters Association has functioned in the short year since it was put formally into effect Feb. 26, 1930. Many problems which troubled the business for years have been ironed out, and although a few extremely difficult ones remain, there is hope that the fine cooperation already displayed in the new association will result in these also being worked out.

One of the most troublesome questions remaining for solution by the association of course is that of finance business. As yet it is not at all certain that an answer will be found which will meet with approval on all sides, and yet it is understood that leaders in the association now are working on a plan which bears great promise of doing just that.

### Higher Loss Ratio Helps

One factor which it is said is helping to work out this problem is that the finance business loss ratio was higher last year. It is said this will help as the companies will not be so eager for this business and it will be possible to control the rates better.

One of the apparently insoluble problems, the popularizing of collision on a basis which will make it profitable, also may be worked out by the new organization. A plan is under consideration about which executives are optimistic.

Collision has faced a constantly increasing traffic congestion with increasing number of cars in operation. What is worse, a great number of highways and streets throughout the country were not designed for automobile traffic and it has not been possible to reconstruct them to do away with such hazards as abrupt curves, blind crossings, etc.

### Underwriters Struck Impasse

The one obvious fact in underwriting collision for many years has been that unless it could be popularized, sold on a wide scale and a considerable spread be obtained, it would not be possible to reduce the cost to the assured, but unless the cost first were reduced the cover

(CONTINUED ON PAGE 50)

ing and adjustments thoughtfully. We must approach the subject of commissions almost prayerfully. We must be fully committed to a program of progress."

## Brownlee Heads Suburban Group

Launching of New Body Features  
New York Agents Regional  
Meeting

### ERSKINE URGES PUBLICITY

Premiums in Area Covered Increase  
From Four to 20 Million Since  
1915

NEW YORK, Jan. 21.—Formation of the Suburban Association of Insurance Agents featured the annual regional meeting here of the New York State Association of Local Agents. The new group is organized to deal with the problems of the communities in the territory surrounding New York city and is affiliated with the state association and the National Association of Insurance Agents.

Officers are J. L. Brownlee, Flushing, N. Y., president; W. B. Dickinson, Queens, vice-president; A. C. Edwards, Sayville, second vice-president, and C. J. Schoen, Mt. Vernon, secretary-treasurer. A board of 15 directors was elected. Monthly meetings of delegates from each local group will be held, the representation to be on a basis of one delegate for each ten members of the county or local club.

#### J. D. Erskine Speaks

Following the address of J. A. Beha, general manager National Bureau of Casualty & Surety Underwriters, on "What the National Bureau Is Doing for Casualty Insurance," J. D. Erskine, assistant manager of the Eastern Underwriters Association, spoke on "What Organization Means to Fire Insurance," urging the new association to adopt a program of acquainting the public with the value of the service rendered by the local agent. This service, he said, is unthinkingly accepted by the public. He quoted a recent address of former Superintendent Conway of New York in which the latter said that the public needs to be reminded that such service is something of real value and the companies should cultivate better relations with the public.

Mr. Erskine expressed the hope that the new association will undertake a program of publicity to acquaint the substantial and influential people of its various communities with the methods, operations and services of stock insurance companies.

#### High Regard Essential

"It is important to you and to the companies that the insurance business should be well regarded by the public," he said, "It is highly important that regulation of the business in your territory should continue along sound lines. Fire premiums in the suburban areas have increased tremendously. In 1915 the premiums were \$4,000,000; in 1920, \$9,000,000; in 1929 very close to \$20,000,000. As you know, there was recently published a plan for the development of the metropolitan region based upon the certain, continued growth of population. It may be safely assumed that the growth of premiums will keep pace with the continued development of the territory. With so much at stake it is inconceivable that the companies and the agents will again permit the business to suffer from unregulated competition. The organization of the companies should be supported in your own interest."

(CONTINUED ON PAGE 29)

## Fourth Termer



I. D. GOSS

I. D. Goss, farm manager for the America Fore companies, was elected president of the Farm Association for the fourth time at the annual meeting of that organization in Chicago Wednesday.

## Automobile Rates Will Now Be Fully Studied

ATLANTA, Jan. 21.—At the conclusion of six days of constant and intensive study of data upon which to recommend automobile fire and theft and collision rates for the year, members of the staff committee of the National Automobile Underwriters Association were guests of the southern advisory committee at a complimentary dinner here. The work of the committee was all but completed, the finishing touches to be put on them at another gathering in Chicago. When this is done the result will be referred to the various sectional advisory committees and by them in turn submitted to the directors of the national body. It is anticipated the new rates will be available by agents the latter part of February.

The Wichita Insurers is holding its annual "Ladies' Night" Friday.

## Interest in Increase in Allowances to Brokers

NEW YORK, Jan. 21.—Company men and brokers of this city alike were interested in the action taken by the Louisville Board in increasing from 10 to 15 percent the commission allowable non-resident brokers. The prevailing impression is that this is a bid for business controlled by brokers of New York and other eastern centers. Whether the new figure will produce the desired result in anything like the degree apparently anticipated by the agents of Louisville is a question. The number of important lines in that city now handled by the brokerage fraternity is very limited in comparison with the business of former years.

#### Not Much Brokerage Afloat

Some tobacco and occasionally a Louisville whisky risk are placed in the outside market, but the understanding is that the great bulk of the business is taken care of by the agents of that city. Whether induced by the falling off in income during the depression that has obtained since 1929 or for other reasons, it is significant that local agency bodies in different sections have been increasing their brokerage scale of late. The

expectation is that still other associations will take similar action.

Agents of Newport News, Va., lost a \$10,000,000 shipping line in their city to an outside brokerage house, and by virtue of their refusal to accept 10 percent commission for signing the policies had the sorry experience of seeing the business placed wholly with companies here and failing to get a dollar of return. The line paid a premium in excess of \$40,000. After this experience the local men announced their willingness to allow 15 percent brokerage hereafter.

Throughout the jurisdiction of the Southeastern Tariff Association the brokerage is flat 10 percent, one-half the amount allowed policy-writing agents. Under the rule of the Western Underwriters Association the brokerage range is from 10 and 15 percent, according to risk classification. The same holds true in a considerable part of the field governed by the Eastern Underwriters Association. On the Pacific Coast the prevailing brokerage outside of San Francisco is 15 percent, and the same applies with respect to the territory of the New York suburban association.

## Indianapolis Agents Hosts; Hoover Is Again President

INDIANAPOLIS, Jan. 21.—At the annual meeting of the Indianapolis Association of Insurance Agents officers were reelected as follows: President, E. W. Hoover; vice-president, C. Otto Janus; secretary-treasurer, J. W. Stickney. Directors elected for three years were M. S. Harlon, Bernard Mott and Jack Hyfield. The Indianapolis association was host to the Indiana association agents who were here this week at a dinner. President Hoover presided and short talks were made by F. A. Tedford, president of state association; Indiana Commissioner Kidd and W. B. Calhoun of Milwaukee, chairman executive committee National association. Mr. Tedford suggested that this be a precedent for the state association to hold annually a midyear meeting.

Registration for Indiana Insurance Day reached 442 against less than 400 last year. Disappointment was expressed

that the broad dwelling policy expected for Indiana is not to be provided but a sticker will be used on the regular form. There was a large attendance at the ball Tuesday night.

## Change Inherent Explosion Clause to Avoid Conflict

Change is being made in the inherent explosion clause in dwelling house policies throughout old Western Union territory, being inaugurated first in Kansas, to guard against encroachment by fire insurance companies on steam boiler cover and explosion cover written by casualty companies.

The clause has been rephrased so that it does not apply in doubtful cases where its application would enter the realm of casualty insurance. The interesting question was debated Tuesday night at a meeting of the Western Loss Association in Chicago. There has been some question under the clause as worded in case collected gases in a furnace or hot water appliance are ignited or backfire, blowing open the fire door and smoking up the house.

However, the company adjusters said their almost uniform practice has been to disallow such claims except when demolition of the heating appliance occurred, and to resist the so-called "puff" claims. Some members stated their belief that under the present clause, which most of the members consider is not clearly worded, the companies are liable for "puff" losses. Many members reported heavy claims under the clause. President Heald stressed that the clause carries no requirement as to furnace damage. He also urged that moral hazard losses are vitally important now, and he said companies are paying losses too quickly. Several members urged that all companies energetically resist such claims.

#### Kemper Bank Director

James S. Kemper, president of the Lumbermen's Mutual Casualty of Chicago and associate companies, has been elected a director of the National Bank of the Republic of Chicago. In addition to Mr. Kemper other insurance executives on the directorate are C. W. Higley, president Hanover Fire; C. R. Street, vice-president Great American, and C. S. Pellet of Critchell, Miller, Whitney & Barbour.

## CONDENSED NEWS OF WEEK

Annual statements watched with keen interest; improvement slow this year. **Page 3**

Review of first 11 months' operations of National Automobile Underwriters Association shows strength of new group; hope to solve several vital problems. **Page 3**

Walter P. Chrysler of the Chrysler Corporation replies to stock insurance critics, pointing out that only a portion of the line of that plant has been placed in mutuals. **Page 5**

Much interest in the Louisville Board increasing brokerage rates from 10 to 15 percent. **Page 4**

C. C. Greer of Birmingham, agent of the John Hancock Mutual Life, has been appointed insurance commissioner of Alabama. **Page 5**

Formation of Suburban Association of Insurance Agents with J. L. Brownlee as president features New York agents' regional meeting. **Page 4**

Manager Buck of Western Factory Association urges reciprocity principle favoring persons who support stock insurance. **Page 8**

I. D. Goss reelected president of Farm Association. **Page 3**

H. M. Zimmer of Chicago, retiring Illinois state agent of the Home of New York, dies. **Page 16**

The Firemen's group opens a southwestern department at Dallas, Tex., under the management of C. P. Collins. **Page 6**

William Mackintosh of New York, assistant manager of the Royal and Liverpool & London & Globe, is dead. **Page 5**

Wisconsin interim committee on fire insurance recommends repeal of state rating law and substitution of state control. **Page 5**

E. W. Hoover has been re-elected president of the Indianapolis Association of Insurance Agents. **Page 4**

Earl W. Thomas, assistant western manager of the Southern Fire of New York, becomes Missouri state agent. **Page 8**

Beha tells why agents should support National Bureau of Casualty & Surety Underwriters at New York meeting. **Page 30**

National Safety Council shows that there was a 4 percent increase in automobile deaths last year compared with 1929. **Page 39**

E. J. Schofield, vice-president Globe Indemnity, speaks at Indiana Insurance Day. **Page 39**



## Chrysler Replies to Stock Critics

Only Small Portion of Line Goes to Mutuals, Motor Manufacturer Says

### EXACT FIGURES ARE GIVEN

Unfair to Single Out Chrysler When 15 Competitors Favor Mutuals to Greater Extent

In a communication to Percy H. Goodwin, president of the National Association of Insurance Agents, Walter P. Chrysler, chairman of the board of the Chrysler Corporation, points out that his company is placing by far the largest part of its insurance with stock companies. He protests the action of stock insurance interests in centering their attack on Chrysler when 15 automobile manufacturers place a large portion of their lines in mutuals. Mr. Chrysler's letter follows:

"I have noted several recent issues of 'The American Agency Bulletin,' in which articles have appeared advocating in effect that insurance agents boycott Chrysler automobiles because Chrysler Corporation has placed with mutual companies some of the insurance formerly placed with stock companies.

"Evidently these articles were written without adequate or accurate information as to the insurance placed by this company with various kinds of insurance companies.

"Seventy-five percent of Chrysler Corporation's insurance premiums this year will be paid to stock insurance companies, through the medium of agencies of such stock insurance companies.

#### Division of Insurance

"Chrysler Corporation will, in the year 1931, pay out for fire, sprinkler leakage, tornado, use and occupancy and miscellaneous insurance premiums, the sum of \$199,316. Of this amount Chrysler Corporation will pay to stock company agencies \$149,586.

"It will pay to mutual and reciprocal companies premiums totaling \$49,729.

"In other words, stock insurance companies, through its agencies, will receive three times as much money from Chrysler Corporation as will be received by mutual companies.

"It is not the purpose of this letter to discuss the relative merits or advantages of placing insurance with any kind of insurance companies—stock, mutual or reciprocal. In placing the insurance Chrysler Corporation has taken into account all the factors that its management must consider in the interest of the company, its stockholders and its employees and has arrived at a basis which it regards as sound business practice.

#### What Competitors Do

"Moreover, it must be well known to you and to the editors of your magazine that a large number of corporations in the United States, including some 15 automobile manufacturing companies, and many of the recognized leaders among corporations generally, have for a considerable period placed a large part, if not all of their insurance with mutual companies. In fact a great many of them place all of their insurance with such companies.

"To single out Chrysler Corporation—which retains millions of dollars in insurance in stock companies—as your magazine has done is manifestly unfair, and I am writing this letter to you in the belief that you and your associates would want to know the facts of the

## C. C. Greer Is Appointed Alabama Superintendent

BIRMINGHAM, ALA., Jan. 21.—C. C. Greer, Birmingham, has been appointed Alabama superintendent of insurance to succeed G. H. Thigpen. Mr. Greer is a young man, graduate of University of Alabama and for several years he has been in the life insurance business in Birmingham. He is now special agent for John Hancock Mutual Life.

## Insurance Council Former in Missouri Under Lawton

ST. LOUIS, Jan. 21.—Organization of the Missouri Insurance Council was perfected at a meeting attended by some 40 prominent agents and company officials from various parts of the state held in Columbia, Mo.

C. S. Lawton, vice-president of the Lawton-Byrne-Bruner Agency of St. Louis, was elected president of the council which was formed to bring about a better understanding of the business of insurance by the people of Missouri; to foster legislation safe-guarding the buyers of insurance by reasonable regulation of insurance carriers and to cooperate with the state and any organization seeking to establish and maintain correct and just rules of conduct of the insurance business.

Vice-presidents are J. Elmer Ball, D. Markham, Ben G. Chapman, L. A. Harris and E. V. Thompson, all of St. Louis, and Cliff Jones, Kansas City; J. J. McGee, Kansas City, secretary, and C. J. Kehoe, St. Louis, treasurer.

## Rock County Board Formed at Meeting at Beloit, Wis.

BELOIT, WIS., Jan. 21.—Groundwork for a Rock County Board of Underwriters was laid at a meeting of agents from Beloit, Janesville, Clinton, Edgerton and Orfordville at the Hotel Hilton on Jan. 19. It was decided to have the organization a county board, working in two sections and holding quarterly meetings together.

Fred J. Lewis, Milwaukee, president of the Wisconsin Association of Insurance Agents, and of the Insurance Federation of Wisconsin, addressed the agents on the necessity of organized effort. He also pictured the 1931 legislative session from a non-political viewpoint.

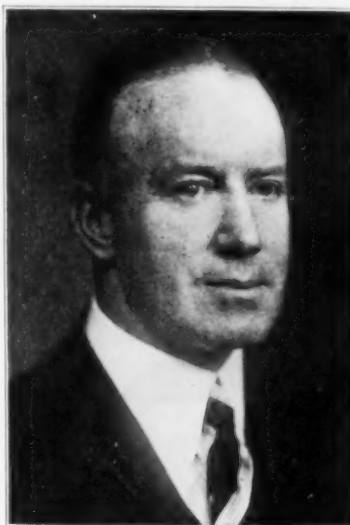
Joseph G. Grundle of the Wisconsin Association of Insurance Agents, addressed the members on state and national association activities, and Monroe Porth, president of the Milwaukee Board, discussed the operation and organization of a board.

The meeting was sponsored by Insurance Underwriters Association of Beloit, and T. R. O'Neal, president of the Beloit Board, presided. Arrangements for the meeting were made under the direction of a committee headed by W. J. Tucker. Mr. Tucker is chairman of the executive committee of the Wisconsin local agents association.

situation to which your comments have been directed.

"As far as the suggestion to stock insurance company agents is concerned, you are of course at liberty to make whatever recommendations you see fit as to the car these agents should purchase. I would not be frank with you, however, if I did not say that I have too much respect for the intelligence and common sense of the insurance agents themselves to believe that they will buy their automobiles on any other basis than the merits of the automobiles as such."

## Leader Dead



WILLIAM MACKINTOSH

NEW YORK, Jan. 21.—Death claimed William Mackintosh, assistant fire manager of the Royal and Liverpool & London & Globe group, at his home in Bronxville, N. Y., Monday, following an attack of spinal meningitis. Funeral services were held this forenoon, many prominent fire underwriters as well as other friends attending. A native of Aboyne, Scotland, where he was born in 1879, his connection with the Royal dates from 1896, when he entered its Aberdeen office. In 1912 he was transferred to the New York staff, becoming assistant manager of its New York department seven years later. In March, 1926, he was elevated to its management, a post he continued to hold until last June, when he was further advanced to the assistant United States fire manager of both the Royal and the L. & L. & G. He was likewise a vice-president and director of the affiliated enterprises, the American & Foreign, Newark Fire, Royal Indemnity and Eagle Indemnity.

#### Association Activities

His further insurance connections were as vice-president of the National Automobile Underwriters Association, vice-president of the Eastern Underwriters Association, chairman of the governing committee of the Interstate Underwriters Board and a member of the committee of adjustments and arbitration of the National Board.

Each of the three important underwriting bodies of which Mr. Mackintosh was a leading official named representatives to attend the funeral as follows:

National Board, Percival Beresford, United States manager Phoenix of London; P. L. Haid, president America Fore companies; R. P. Barbour, United States manager Northern of London; E. C. Case, assistant United States manager North British & Mercantile, and V. Smith, vice-president Home.

Eastern Underwriters Association, C. F. Shallcross, United States manager North British and Mercantile; F. P. Hamilton, president Queen; P. L. Haid, president America Fore companies; W. H. Koop, president Great American; Hart Darlington, United States manager Norwich Union, and F. D. Layton, president National Fire.

#### Philadelphia Society Banquet

At the annual banquet of the Philadelphia Insurance Society many prominent insurance officials were present including President Kurth and Vice-president Harold Smith of the Home of New York, General Manager Mallalieu of the National Board and local company officials.

## Repeal of Badger Rating Law Urged

Wisconsin Legislative Interim Committee Hits "Monopolistic Control"

### STATE CONTROL IS ASKED

Western Actuarial Bureau, Underwriters Laboratories Don't Consult Home Folks, Complaint

FOND DU LAC, WIS., Jan. 21.—Recommendations for repeal of the present Wisconsin fire insurance rating law in favor of laws making state control of rates and rules effective are included in the report of the legislative interim committee on fire insurance, it was revealed by Assemblyman Carlton Mauthe, Fond du Lac, secretary of the committee.

Should the legislature fail to favor repeal of the present law and placing of the state actively in rate making the committee recommends that Section 203.32 be amended by striking out the word "shall" and substituting therefor the word "may," thus making it optional for a fire insurance company to belong to a rating bureau, relieving the state from assent to and cooperating with "monopolistic rate fixing." The report now is in the hands of the printer and will be ready for submission within a short time.

"Study of the operations of the so-called anti-discrimination act of 1917 leads to the conclusion that the law actually has worked out so that the state legalizes price fixing and control of the fire insurance business within this state by a private monopoly located outside the state," the report says in the introduction to the section on recommendations.

#### Mentions J. V. Parker

Explanation of this alleged monopolistic control is given in a committee note in the section describing functioning of the present law in a paragraph reading as follows:

"By setting up J. V. Parker of Chicago as the secretary of the Wisconsin managing committee, he being the sole owner of the Western Actuarial Bureau, and furnishing service to members, the Western Actuarial Bureau controls the Wisconsin Bureau. Monopolistic price fixing is in this way carried on through an individual, who depends upon the Wisconsin price-fixing laws to protect him from prosecution for violating the anti-trust laws."

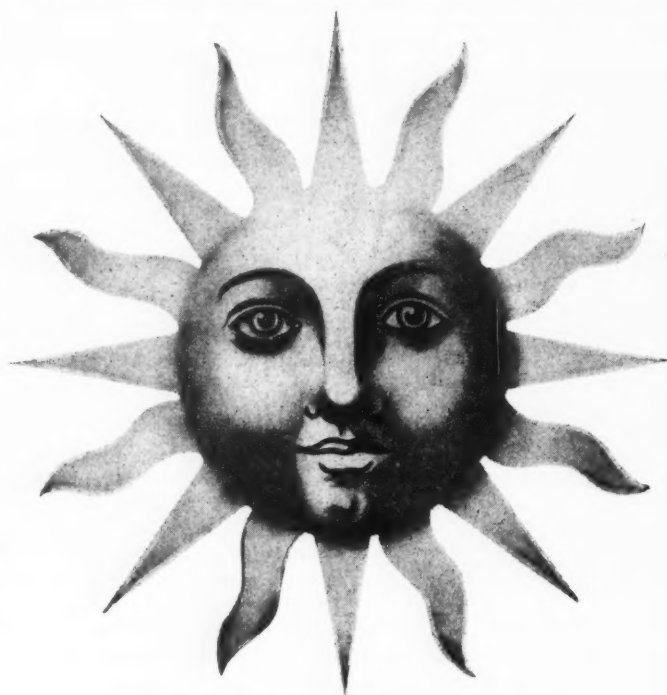
The report also charges: "That the Underwriters' Laboratories, supported by a close combination of friendly manufacturers and insurance interests, rejects independent fire prevention equipment and dictates to the Wisconsin Inspection Bureau what equipment

(CONTINUED ON PAGE 29)

## Indiana Insurance Day Report in This Issue

Full proceedings of Indiana Insurance Day, which was held last Tuesday in Indianapolis, are published in a special insert starting on page 21 this week's issue. This is in accordance with The National Underwriter's policy to give special reports of the most important insurance meetings.





**INSURANCE IS AS OLD AS THE SUN**

Keep Your Face Toward the Sun and the Shadows Will Fall Behind You

## SUN INSURANCE OFFICE

Limited of London

Established 1710—The Oldest Fire Insurance Company in the World

*The SUN of London, established in 1710, (the oldest insurance company in the world) stands out as one of the world's greatest institutions.*

*The Patriotic Insurance Co. of America, established January 1, 1923, is growing lustily and is entirely at the service of our agents.*

**FIRE**  
LIGHTNING  
WINDSTORM  
AUTOMOBILE  
EXPLOSION  
RIOT & CIVIL COMMOION  
USE & OCCUPANCY  
RENTS & RENTAL VALUE  
LEASEHOLD  
INLAND MARINE  
OCEAN MARINE

**TOURIST FLOATER**  
SALESMEN'S FLOATER  
YACHT AND MOTOR BOAT  
ALL RISK PERSONAL JEWELRY  
ALL RISK PERSONAL FURS  
ALL RISK TOURIST FLOATERS  
JEWELERS BLOCK POLICIES  
PUBLIC LIABILITY  
MERCHANDISE IN TRANSIT  
via Truck, Rail or Steamer  
(Annual or Trip Policies)

**AUTOMOBILE FULL COVERAGE**

**SUN INSURANCE OFFICE LIMITED**  
OF LONDON

The Patriotic Insurance Co.

The Sun Indemnity Co.

UNITED STATES BRANCH

55 Fifth Ave., New York

O. Tregaskis, Manager, Eastern Department

**WESTERN DEPARTMENT**  
Wrigley Building, Chicago  
John F. Stafford, Manager

**PACIFIC COAST DEPARTMENT**  
San Francisco, Cal.  
Carl A. Henry, General Agent

**MARINE DEPARTMENT**  
11 South William St., New York  
Wm. H. McGee & Co., Inc.,  
General Agents

**SUN INDEMNITY COMPANY**  
55 Fifth Ave., New York  
F. I. P. Callos, President

### Commercial Union Takes Rupprecht to Home Office

SUCCEEDED BY A. N. LINDSAY

Assistant Manager of Coast Department  
to Fill Important Position  
in New York

NEW YORK, Jan. 21.—Called from the assistant managership of the Pacific department of the Commercial Union group to fill an important office at the fleet's United States headquarters here, C. F. Rupprecht is succeeded in the former connection by A. N. Lindsay, secretary of the California, an affiliate. Both Mr. Rupprecht and Mr. Lindsay are trained fire underwriters with years of experience to their credit. Mr. Rupprecht started with the Commercial Union in 1920. He served as its Illinois state agent for a time and was later transferred to Wisconsin, continuing there until three years ago, when he was appointed assistant manager of the west coast division, with headquarters at San Francisco.

Mr. Lindsay's entire business career has been spent with the California, whose ranks he entered in 1905. He has filled various field positions along the Pacific Coast, later being located at Los Angeles and again at Seattle, from which field he was called to San Francisco to become assistant secretary in 1922. He was advanced to secretary three years later.

### Drought Problem Continues Although Not on Page One

Although the drought is no longer featured in front page headlines, the deficiency in precipitation which became noticeable early in 1930, still constitutes a serious problem in many sections of the country, especially from the insurance point of view. Except for winter wheat, which is nurtured best under a blanket of snow, farm products are not injured at this season by the lack of rain and snow, but the water shortage in many localities presents a serious menace in the event of fire.

Furthermore, without rain or snow, shingle roofs are becoming more and more ignitable. A number of companies report an unusual number of fires during the last two months, in which the cause is given as "sparks on roof."

Those communities and states which depend largely on streams and surface wells for water are, of course, suffering the most. Water for Shelbyville, Ky., for instance, is transported in 20 tank cars each day and is poured into the water main.

The continuing deficiency in water is also necessitating the premature sale of live stock, thus aggravating the misfortune of the farmer. This, together with the crop failures of last summer, creates a potential moral hazard.

In general, the states which suffered most last summer are the states suffering most this winter. Kentucky, Tennessee, Arkansas, Missouri, southern and east central Illinois, are all complaining. Field men from Minneapolis report that the absence of snow is causing a problem in the northwest.

The snow and rain this week, which seems to have been general, may have given some relief.

### Blue Goose Policies Ready

MILWAUKEE, Jan. 21.—The first of the Blue Goose life insurance certificates are being received this week, and will be sent out within a short time, according to P. E. Rudd, grand wielder and insurance secretary. Many applications are coming in for new as well as for additional insurance.

### Firemen's Group Opening Southwestern Department

COLLINS IS MADE SECRETARY

President Neal Bassett Tells About the  
Plans for the New Dallas  
Office

Appreciating the present high importance of Texas as an underwriting field and its promise of early and great expansion the Firemen's of Newark group has established a southwestern department at Dallas under the management of Carr P. Collins, who has been made a secretary of each of the fleet companies. Mr. Carr has been president of the Fidelity Union, recently affiliated with the Firemen's group. In advising agents of the important departure, Neal Bassett states in part:

#### President Bassett's Statement

"The establishment of our southwestern department has to our deep regret brought about the discontinuance of our Newark office's direct contact with you. Much, however, as we regret this from the personal standpoint, as much as we hope and feel you also will regret it, we can not but both be glad of the establishment of the departmental office that in all essentials is equipped to render you as complete service as Newark with the added and powerful advantage of being located in Texas and therefore at your door.

"Again we say the establishment of our southwestern department marks a distinct forward movement in the affairs of our group and its component companies and a distinct and merited recognition of Texas and Texas agents. As an officer having direct charge of our southwestern department, Secretary Collins is in position to act promptly not only for our interests but also for the interests of our agents and policyholders."

### U. S. Chamber of Commerce Analyzes Insurance Taxes

Special state insurance taxes in the United States during the year of 1929 or the fiscal year ending not later than June 30, 1930, amounted to \$99,991,472, which was an increase of 8.4 percent over the previous year and an increase of 89 percent over collections in 1922. These figures are contained in the "Insurance Bulletin" of the insurance department of the United States Chamber of Commerce.

The bulletin points out that, as in previous years, a very small proportion of the taxes were expended by the state insurance departments and hence in the service of policyholders. In 1929 only 4.25 percent of the taxes were devoted to the uses of the policyholders. The remaining amounts were used for general revenue purposes, for the public as a whole, indiscriminately and regardless of whether the individuals served were insured or uninsured.

Although the amount of insurance taxes collected has increased as the premium volume has increased, few states have imposed a higher proportion of tax on insurance companies.

#### Detroit Fire & Marine

Raymond Waldron, who joined the Detroit Fire & Marine a year ago as vice-president, and C. H. Bender, president Michigan Trust Company of Grand Rapids, have been made Detroit Fire & Marine directors. While in the city to attend the annual meeting, President W. H. Koop, who heads the Great American fleet, announced the appointment of W. O. McLelland as secretary. Mr. McLelland went to the Detroit Fire & Marine several weeks ago from the Great American executive office.

# THE HOME INSURANCE COMPANY NEW YORK

One Hundred Fifty-fifth



Semi-Annual Statement

December 31, 1930

## SUMMARY OF ASSETS

Cash in Banks and Trust Companies.....	\$ 7,700,856.23
Government Bonds.....	8,823,380.00
State and Province Bonds.....	3,693,980.00
County and Municipal Bonds.....	13,453,122.00
Railroad Bonds.....	12,064,750.00
Industrial and other Bonds.....	7,674,460.00
Railroad Stocks.....	21,647,200.00
Bank and Trust Company Stocks.....	1,562,470.00
Industrial and other Stocks.....	27,891,064.00
Premiums uncollected, in course of transmission and in hands of Agents	10,715,960.01
Accrued Interest.....	655,715.00
Other Admitted Assets.....	1,013,168.00
	<hr/>
(Note: Securities at Actual Market Values, Dec. 31, 1930.)*	\$116,896,125.24

## LIABILITIES

Cash Capital.....	\$ 24,000,000.00†
Reserve for Unearned Premiums.....	40,721,992.00
Reserve for Losses.....	6,750,960.00
Reserve for unpaid Reinsurance Premiums.....	981,267.71
Reserve for Taxes.....	1,750,000.00
Reserve for Miscellaneous Accounts due and unpaid.....	200,000.00
Reserve for Contingencies and Dividends.....	5,000,000.00
NET SURPLUS.....	<hr/>
	37,491,905.53†
	<hr/>
	\$116,896,125.24
Surplus as regards policy-holders.....	\$ 61,491,905.53†

\* A complete list of investments will be mailed to stockholders shortly.

## DIRECTORS

JOHN CLAFLIN  
LEWIS L. CLARKE  
WILLIAM IVES WASHBURN  
THOMAS B. KENT  
WILLIAM S. GRAY

CHARLES L. TYNER  
CHARLES G. MEYER  
DAVID H. McALPIN  
WILLIAM L. DE BOST

WILFRED KURTH  
EDWIN A. BAYLES  
GORDON S. RENTSCHLER  
CLINTON D. BURDICK  
ROBERT GOELET

WILFRED KURTH, *President*

**Strength — Reputation — Service**



## Submit Full Automobile Coverage and Eliminate Objectionable Items

Walton H. Griffith, automobile manager of the America Fore, a foremost advocate of selling full coverage automobile policies, the man who is credited with bringing out last summer the America Fore's vacation policy and last fall the 13 point so-called "no endorsement policy," which the America Fore is pushing, has prepared an interesting article on how automobile insurance should be presented to the prospect in order to place the fullest possible coverage.

The revised all-in-one, combination automobile policy of the America Fore covers against fire, lightning and transportation; theft, robbery and pilferage; tornado, cyclone, windstorm, hail, earthquake, explosion and water damage; riot and civil commotion and damage by falling aircraft; flood and rising water; personal effects for fire, lightning and transportation; collision or upset; towing coverage; property damage; public liability; plate glass.

### Submit Whole Program and Shave if Necessary

Mr. Griffith's idea is that the sale should be made by offering full coverage and then eliminating one cover after another if the prospect so insists rather than to offer only the basic coverages at the start and then attempt to sell the others as extras.

Mr. Griffith points out that the tendency has been to eliminate all of the fire coverages except fire and theft at the minimum premiums. The result has been that the commission from each sale is not great enough to justify local agents to aggressively solicit the business. Fire company coverages have been sacrificed in favor of the casualty lines.

Mr. Griffith urges that collision insurance be sold more widely. He points out that finance companies are considering the inclusion of collision protection along with fire and theft, finding that single interest collision cover is not altogether satisfactory.

### Country-Wide Average Fire Premium Only \$8

Mr. Griffith believes that under present conditions, the car owner has been offered too many individual coverages with a separate rate and premium charged for each one, making it necessary for the agent to make not one, but several sales, before he has sold the car owner a policy that will give him the full protection which he ought to carry.

In the usual sale, fire and theft is the

only fire coverage sold and produces a country-wide average premium of only about \$8.

Mr. Griffith outlines a sale under the method which he suggests.

"When the question of cost is brought up," Mr. Griffith advises, "the agent should quote the premium for the complete cover (usually figuring collision on an appropriate deductible basis) pointing out that the total cost amounts to a reasonable sum per month. The cost is usually less than garage space for three or four months.

"If the cost compels the car owner to turn down the first proposition, the agent should proceed to explain how a larger deductible on collision will reduce the cost, or eliminate collision entirely if the owner is insistent that he is willing to stand the losses by himself and in this way the cost is reduced to a point where it is acceptable to the car owner. From a psychological standpoint, it becomes easier and easier with each step to conclude a sale for all the remaining coverages. Both agent and client have the satisfied feeling that the agent has made every effort to provide the very best protection he can afford.

### In Old Plan Prospect Suspects Agent's Motive

Under the old plan the car owner's reaction is likely to be that the agent is trying to get as much money out of him as possible. Under the new plan he is more likely to feel that the agent has fitted the policy as well as possible to his needs.

Mr. Griffith believes that if the plan which he advises is followed out and extra coverages, exclusive of collision are sold, the average premium would be \$12.50. The average agent could increase his income by 50 to 60 percent without making more calls.

Mr. Griffith recommends that actual cash value policies be sold with the "no endorsement" policies. "We have found," he says, "that actual value policies go a long way toward eliminating arguments as to the amount of insurance and friction in the adjustment of total losses, and extending the protection under these forms will only make them more attractive. Many underwriters feel that an actual value all-risk policy is the goal toward which we are working, but as yet there are complications that have not been overcome. The inclusion of all perils we are authorized to insure against under the new policy is as close as we can come to the ideal all-risk policy at present."

## Salamander Fires Prevalent

In view of fire, attributed to the use of a salamander, which caused damage to the Bahai Temple under construction in Wilmette, Ill., estimated at \$50,000, insurance men will be interested in the address which J. A. Neale, chief engineer for the Chicago Board, delivered before the Bureau Managers conference recently at Excelsior Springs, Mo. "Fire Protection in Buildings During Construction," was the title of the address.

Salamanders are the frequent cause of fires in buildings under construction. Very often these salamanders are improvised. They consist of a steel drum in which holes have been chopped, filled with kindling. They are placed in an area enclosed with canvas to keep the temperature above the freezing point for concrete. At night a wind may start, throwing sparks and embers from the drum. If rubbish is nearby, as it most frequently is, fire soon starts which may involve the entire construction. These fires started by salamanders, Mr. Neale declares, can easily be extinguished at

first by a bucket of water, but more often than not there is no bucket at hand and the watchman usually must return to the ground for the water and by the time he returns his supply is not sufficient to quench the flames.

Salamander fires could be substantially eliminated if only a bucket of water were placed near each salamander, but this simple precaution is rarely taken.

Mr. Neale's theme is that fire protection on buildings under construction is only a matter of common sense. There are few engineering problems involved. Carelessness, but more often indifference, is responsible. Fires in rivet furnaces are not extinguished at night and a wind may cause the same complication with these furnaces as it does with salamanders. Rubbish is permitted to accumulate on the upper floors of buildings because the elevators are used to maximum capacity for carrying supplies. When the rubbish becomes a nuisance to the workers, it is burned on the upper floors, a very dangerous practice. Each

## Goes Back Home



EARL W. THOMAS

Earl W. Thomas, formerly assistant western manager of the Southern Fire when its western department was in St. Louis, and who continued in that office when the department was moved to headquarters in New York, is returning to Missouri as state agent of the company. Earl Thomas longed to get back to the great open spaces and to the banks of the Mississippi. He was formerly Missouri state agent of the Queen and has a host of friends throughout the territory. H. P. Shive of Washington, Mo., has been state agent but retired the first of the year. Mr. Thomas has two brothers prominent in insurance, John M. Thomas, who is vice-president of some of the Home of New York companies, and C. F. Thomas, secretary of the Western Underwriters Association.

trade is working against time and is occupied exclusively with its own chores. There is no one on the job to guard against fire.

### Standard Auto Policy

MADISON, WIS., Jan. 21.—A standard automobile insurance policy is provided for in a bill which will be offered this week in the state senate by Herman Severson of Iowa.

### Union Increases Premiums

The Union Automobile wrote \$3,505,235 in net premiums in 1930, an increase of \$750,031. The net losses in 1930 were \$1,373,738, a slight increase over the 1929 figure of \$1,359,965.

### W. S. Ayers Resigns

W. S. Ayers, Missouri state agent for the Phoenix Assurance and Imperial, has resigned. B. E. Marsh, Kansas state agent, is temporarily filling the vacancy.

W. J. Bauerle of the Dulaney, Johnston, Yankee & Priest agency is the new president of the Wichita Kiwanis Club.

## Fire Losses for 1930 Aggregated \$463,612,762

December fire losses in the United States, according to the compilation of the National Board, totaled \$42,669,915, making the aggregate for 1930 \$463,612,762, as against \$422,215,128 for the previous year. The losses in December 1929 were \$39,215,338.

## Randolph Buck Recommends Adopting Reciprocity Policy

### ADVICE TO INSURANCE GROUP

Western Factory Association Manager Believes in Favoring Concerns Which Support Stock Principle

Affirmation of the principle of reciprocity in business and prediction that very soon this will be so generally accepted that insurance men will be furnished a list of all concerns in the United States which support stock insurance company interests, were the high lights of the talk of Randolph Buck, manager Western Factory Association, before the Association of Fire Insurance Examiners in Chicago Jan. 15.

Mr. Buck said that plans are now being worked out to compile such a list for the guidance of insurance men. He discussed the action of the Chrysler Corporation, which recently gave part of its insurance to mutuals.

### Used to Influence Buyers

He said he has seen many letters sent out by these mutuals in which the name of this manufacturer is used in various ways to convince others that they should take like action, and he is convinced that the name is used simply to influence insurance buyers "who are prone to be influenced by the weight and prestige of such a name rather than by their own analysis and judgment."

Mr. Buck said a representative of the mutuals is quoted as having stated that this manufacturer wrote a letter endorsing mutual insurance, which letter he said is reported to have been photostated and given every solicitor of the mutuals to aid in sales. It was a coincidence, he said, that these negotiations came to a head at just the time that the National Association of Insurance Agents had decided on a campaign among members in support of reciprocity in business. Mr. Buck said the mutuals in this case claim that they are now writing the entire Chrysler line, but that an official of the company states the insurance is divided among mutuals, reciprocals and stock companies.

### Believes in Reciprocity

"Even if we receive no direct financial gain because a manufacturer patronizes stock companies," he said, "we should patronize him and buy his wares solely for the reason that he patronizes the business upon which we are dependent for our livelihood. There must exist a pride in that which we represent."

He cited the cases of a piano manufacturer and a railroad executive. The first decided to carry stock insurance even though his analysis indicated that it cost considerably more. The railroad man consistently has been purchasing railway supplies where obtainable only from concerns located on the railroad and using it in whole or part in shipping their goods to distant points. He has followed this practice even though occasionally he pays higher prices.

"It has been the proverbial policy of stock fire insurance companies throughout my experience," Mr. Buck said, "to avoid the free use of names of clients. Why do people buy communistic insurance? To save money, of course. If it can be shown that one pays \$10 at the buying end of the business and loses \$50 at the selling end, how long would it be before insurance would be sold on its merits alone?"

"Improper selling methods of others bring you in competition with those which you know are not your competitors on any basis of equality. Suppose every inhabitant of small towns was as indifferent to service, and exclusively patronized mail order houses or chain stores. What would become of your local merchant? This whole movement of reciprocity will go forward faster when the individual recognizes his personal responsibility."



# 1931 and the Future

Although this is the season when insurance papers review 1930, thoughts of fire insurance men are directed toward the future with the lessons of 1930 in mind. The chief one is an old one reemphasized, that the policyholders come first with agents and companies, and the producers come next with companies.

This is a lesson that, in truth, is taught every year. The agent who is an insurance counsellor to his assureds, one or two steps ahead all the way in caring for their insurance needs, is not particularly worried about business prospects. True, his volume may not have been so great in 1930 as in 1928 or 1929, but he knows that eventually the cycle will turn again. Meantime he is economizing and planning for the upturn.

Such a man has not been much affected by the discussion of business and the return of prosperity, despite the thousands of words, many reams of paper and pounds of printers' ink that have been used. He is waiting and watching. In short he has been little swayed one way or the other. He has continued to do business largely in the same old way, with concern for his assureds paramount in his mind.

So with companies, though they perhaps have had more and more complex problems with which to contend. Again policyholders came first. Closely following were those who sell insurance. Companies in this group have continued their old policy of keen and responsive interest in the problems of agents. So they have enjoyed their usual cooperation from producers.

Hence we look to 1931 and the future with confidence.

AMERICAN EQUITABLE ASSURANCE  
COMPANY OF NEW YORK

BRONX FIRE INSURANCE COMPANY  
OF THE CITY OF NEW YORK

BROOKLYN FIRE INSURANCE COMPANY

GLOBE INSURANCE COMPANY  
OF AMERICA  
Philadelphia, Pa.  
(Incorporated 1863)

INDEPENDENCE FIRE INSURANCE  
COMPANY  
Philadelphia, Pa.

INDEPENDENCE INDEMNITY COMPANY  
Philadelphia, Pa.

KNICKERBOCKER INSURANCE COMPANY  
OF NEW YORK

MERCHANTS AND MANUFACTURERS  
FIRE INSURANCE COMPANY  
Newark, N. J.  
(Chartered 1849)

NEW YORK FIRE INSURANCE COMPANY  
(Incorporated 1832)

REPUBLIC FIRE INSURANCE COMPANY  
OF AMERICA  
Pittsburgh, Pa.  
(Incorporated 1871)

## CORROON & REYNOLDS

*Incorporated*

INSURANCE UNDERWRITERS

*Manager*

92 William Street

New York, N. Y.

## 'Way Down South'... and the Dixie



Bruton Parish Church

## WILLIAMSBURG Virginia

**F**OUNDED in 1632, and now the County seat of James City County, the City of Williamsburg, situated about 45 miles southeast of Richmond, holds a prominent place in American History.

It has cherished its landmarks. Bruton Parish Church, the second building of a parish organized in 1674, is the oldest church in America which has been continuously in use. The powder magazine, built in 1714, and from which Lord Dunmore removed the powder on the day after the battle of Lexington, has been preserved. The court house dates from 1769, and among the original colonial residences we find the George Wythe house, which was Washington's headquarters during the siege of Yorktown.

Here in 1765 Patrick Henry made his famous speech against the Stamp Act. Here, too, in 1776 the Virginia Convention passed the resolution urging the Continental Congress to declare for independence.

Through the efforts of the Rev. W. A. R. Goodwin, and the financial assistance of John D. Rockefeller, Jr., an area a mile square is being restored to its original 18th Century colonial aspect.

## The DIXIE FIRE INSURANCE COMPANY Greensboro, N. C.

Organized 1906  
Surplus to Policyholders \$1,232,970.54  
ONE OF THE AMERICAN GROUP

## AS SEEN FROM CHICAGO

### MRS. KLEE IN QUAKE ZONE

Among those who had the adventure of being in the earthquake zone in the neighborhood of Mexico City was Mrs. Nathan Klee, wife of the well known local agent in the firm of Klee, Rogers, Loeb & Wolff of Chicago. Mrs. Klee is traveling with a group of Chicago people under the supervision of D. C. Watson of the Chicago Art Institute. After the shock, the group sought permission to spend the night in a public park in Mexico City in the face of a drizzling rain. Later that night they were persuaded to return to the hotel.

### HEALD HAS BEEN ILL

T. E. Heald, superintendent of the loss department of the National of Hartford at Chicago and president of the Western Loss Association, has been ill for a few days with a severe cold and an infected throat. He is now recovered and back on the job.

### PANTOMIME IS FEATURE

One of the very clever features of the 50th anniversary dinner given to Special Agent C. T. Wright of the Great American at Kankakee last week was the skit depicting in pantomime the career of the illustrious guest of honor from office boy in the old German American western office in Chicago down to the opening of new general agency headquarters at Peoria, Ill. The skit was written and read by A. C. Wallace, Illinois state agent of the New Hampshire group, who conducted his part of the ceremony in a most admirable way. He was ably assisted by a number of field men.

### BROKERS OPEN CAMPAIGN

Twelve committees of the Insurance Brokers Association of Illinois have been appointed by President F. P. Lavin to make contacts in the campaign which the association is opening to secure passage of the carefully worked out brokers' qualification bill in the next Illinois legislature. The brokers are preparing to hold a dinner at the Midland Club probably the first week in February at which a special committee of the Illinois Association of Insurance Agents will be present and go over the qualification bill. A. S. Schwartz is in charge of details for this banquet.

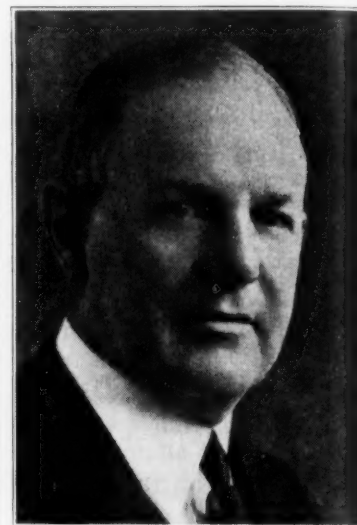
Other committee chairmen are: Better Business Bureau, R. S. Throop; Association of Commerce, Clark Nolan; Credit Men's association, L. T. O'Brien; publicity in house and senate, F. S. Bracken; casualty and surety association, Gale Reed; Illinois Bankers Association, C. A. Berger; Illinois Manufacturers Association, Arthur Gallagher; Chicago Board, G. M. Eddy; fire companies, Martin Johnson; Illinois agents' association, Sheldon Dickinson; bar association, D. R. Domke, and J. J. Garity will act as contact man in Springfield.

### LADD OPENS NEW DEPARTMENT

A. L. Ladd & Co., independent adjusters in the Insurance Exchange, have opened a special department covering fire, automobile fire, theft and collision, inland marine and burglary losses. P. M. Schoenberg, a well known adjuster in the building, joins the insurance claim department of the Ladd company in charge of this department.

For seven years he has been an adjuster for a newspaper, and also assisted the federal government in adjustment matters. He started as an insurance adjuster with the Travelers nine years ago, having experience on fire, automobile fire, theft and collision losses and also boiler, plate glass, jewelry and burglary losses. About four and a half years ago up to September, 1930, he was connected with the Martin Adjustment Company, handling all classes of insurance losses, where he gained ex-

## Is Retiring



FRED. J. SAUTER

Fred J. Sauter, who has served the Chicago Board for the last two years as president and the previous two years as vice-president, retires from active service at the annual meeting Thursday of this week. Mr. Sauter has made a most efficient, resourceful and satisfactory officer. He has been a credit to insurance and the local organization. P. B. Hosmer succeeds him.

There will be two amendments of interest to come before the meeting. The first gives a transfer value of \$1,000 for Class 1 membership. The next makes it obligatory on all Class 1 members to clear their accounts through the clearing house. Memorials will be presented for F. X. Cloidt and R. H. Hunter.

perience in the inland marine and all risks policy adjustments which are a feature of the new Ladd department. Then he entered into an arrangement with Frank L. Erion & Co., to handle burglary, inland marine and all risks losses. The appointment is effective Feb. 1.

Mr. Ladd, who started in the Insurance Exchange building with the Globe Indemnity in 1912, opened his independent claim office 11 years ago. He has been in the same work 25 years, starting with the old Chicago City Railway Company, and has had an office in the Annex since it opened three years ago. Heretofore the Ladd company has confined its work to automobile liability, property damage, workmen's compensation and fidelity and surety losses. Mr. Ladd branches out into the larger field after a quarter century in this work, and incidentally since he was married at about the time he entered claim work, this year is celebrating two silver anniversaries.

### BASEBALL LEAGUE ELECTS

L. P. Warren of Klee, Rogers, Loeb & Wolff, was reelected president of the Insurance Baseball League of Chicago at the annual meeting Monday night, and L. R. Lee of the Springfield, treasurer, and G. G. Langstein of Fred S. James & Co., secretary, also were reelected. The 1930 season will get under way before very long and applications from teams will be accepted up to Mar. 15. There is no limit on the number of teams which will play this year. There were six teams last year and the season was highly successful. The next meeting of league officers will be Feb. 15 when further plans will be made. The date for start of actual playing has not been set. Chicago insurance offices





## «Who Paid the Rent for Mrs. Rip Van Winkle?»

**A** question raised by song writers more than a decade ago is still unanswered. Had the estimable Frau Van Winkle's home been destroyed by fire or windstorm, it might well have been an **Ætna Fire Group** rent policy which took care of her until local carpenters rebuilt the old Van Winkle dwelling.

Your assured, be they owners or renters, will be interested in a careful presentation of the advantages of rent and rental income insurance. **Ætna** and **World** agents receive constructive help from special agents, underwriters and the companies' publicity department in making this presentation—in fitting their selling talk to the prospect's needs.



**THE ÆTNA FIRE GROUP**

**Ætna Insurance Company**  
**The World Fire and Marine Insurance Company**  
**The Century Indemnity Company**  
 Hartford, Connecticut  
 Piedmont Fire Insurance Company, Charlotte, N. C.





**HOME OFFICE**  
**23rd Floor Bankers Building**  
**105 West Adams Street**  
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*Established 1807*

# EAGLE STAR

and  
**British Dominions**  
**Insurance Company, Ltd.**  
**of London, England**



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**WESTERN DEPARTMENT, 175 W. Jackson Blvd., CHICAGO**  
**Harry G. Casper**  
*Associate Manager*

**Lawrence C. Lyson**  
*Superintendent of Agents*

which wish to participate are asked by Secretary Langstein to watch for further announcements or to get in touch with him by calling Wabash 3720.

### TAKES OVER PUBLICATION

"The Insurance Exchange—A Publication," the monthly magazine published in the interest of the Insurance Exchange building, Chicago, and its tenants and distributed throughout the building each month without charge, has been purchased by THE NATIONAL UNDERWRITER and will hereafter be published under its management. This publication was established about a year and a half ago and for the past half year has been edited by E. M. Ackerman, secretary of the Illinois Insurance Federation. Mr. Ackerman's connection with the Federation is such that he must in the future devote all of his time to its work.

THE NATIONAL UNDERWRITER will improve both the appearance and the editorial contents of the paper. Dale R. Schilling, associate editor of THE NATIONAL UNDERWRITER, will become editor of the newly acquired publication which will hereafter carry the name, "Insurance Exchange Magazine." Otto E. Schwartz, associate manager of THE NATIONAL UNDERWRITER and well known throughout the Insurance Exchange building as the compiler and business manager of the "Insurance Exchange Building Directory" and the "Underwriters Handbook of Chicago," will become business manager of the "Insurance Exchange Magazine."

In the future the publication will be issued regularly on the second Tuesday of each month. The first issue under THE NATIONAL UNDERWRITER management will be delivered Feb. 10.

New departments will be inaugurated, considerably more local news will be published and in every way the paper will be improved and expanded. There is a great interest throughout the Insurance Exchange building in this publication and its possibilities for fostering the community spirit which exists in the building are very much more than in any other office building of similar size.

### INDEX OF THE TIMES

The latest sprinklered risk reports to the Chicago Board carry a cheerful message. In these reports the inspectors indicate the current fortunes of the various plants. Reports, which a few weeks ago read activities slack are now reading normal, or 40, 60, 75 percent normal capacity or slightly below normal. Some industries report normal activity while a few are reported as above normal.

Without naming the specific plant, the following reports are given on the activity of several industries according to type of manufacture: Metal works, normal; gasoline motors, 60 percent capacity; candy, above normal; utility, normal; baking machinery, 80 percent of normal; dental products, normal; engravers, normal; wood products, slightly below normal; machinery, fairly active; general merchandise, 50 percent of capacity; wooden boxes, full capacity; hats, normal; electric machinery, normal; industrial power tools, normal; electric pole line hardware, 40 percent normal; surgical and dental industries, normal; heavy metal railroad supplies, activity slack; lumber company, 60 percent of capacity; laundry, normal; bronze company, 60 percent of capacity. Tanneries are still slack.

### REPORT ON CHICAGO HEIGHTS

The National Board engineers in their report on Chicago Heights, Ill., say:

"As shown by the fire flow tests, the main extension program has brought the available quantity for fire flow up to the necessary amounts in the principal mercantile district and in the other portions of the city affected. The incidental rearrangement of valves at the pumping station is also a considerable improvement. The new ladder truck furnishes a much-needed improvement in ladder service. The building code is generally

well drawn and should be of much value in improving structural conditions.

"The most important improvements to receive attention next are the installation of feeder mains to more adequately protect the industrial districts on the east side of the city and in the strengthening of the fire department and fire alarm system. The fire department is particularly lacking in man-power and in pumping capacity to deliver water, which is available only at pressures suitable for engine supply, upon fires with satisfactory streams."

### FORM KIPP-NELSON COMPANY

The Kipp-Nelson Company, Marquette building, has been organized and announces a new residential appraisal service. The members of the firm are H. C. Kipp, F. A. Nelson and F. P. Boehler, formerly with the Fidelity Appraisal Company. The firm's inventories and appraisals cover a four-fold service relating to insurance, inheritance tax, leasing and household.

### INSURANCE STOCK COMMENT

Commenting on the insurance stock market situation, H. W. Cornelius of H. W. Cornelius & Co., Chicago, says:

"Insurance stock market very sluggish in limited trade with prices slowly drifting to lower levels. The enthusiasm that was aroused the first few days of the new year has worn off and most investors are inclined to stand aside, waiting for more of the annual statements to appear. The few statements that have been published have indicated that the companies were not seriously affected in 1930, as many had supposed, and the market action indicated most of the bad news had been discounted in advance and what price changes that took place, were more the general market conditions rather than the effect of the statements."

Dr. R. L. Shepherd, member of the staff of the "Century of Progress" exposition, will address the **Cook County Field Club** Feb. 9, telling plans for the great fair.

R. R. Rawle succeeds J. H. O'Connor as Class 1 member of the Chicago Board representing the Rockwood Company.

Alfred Clary of H. Dalmar & Co., Insurance Exchange, is the proud father of a baby girl.

### Wanted A Fire Company for Texas

A young, aggressive general agency is in the market to represent a fire company in Texas. There is a well established general agency staff in the southern part of the state that will aggressively plant new agencies as soon as general agency representation is secured from the proper fire company. Address **S-53**, The National Underwriter.

### WANTED 3 SPECIAL AGENTS

Two agents with both fire and casualty experience and one agent with thorough casualty training are wanted for Chicago and Cook County by a Chicago general agency.

Good salary paid to those controlling a volume of bank and mortgage business. Every assistance will be given to increase same. Address **S-52**, The National Underwriter.

### Ohio State Agent

Wanted by a stock company fire insurance fleet, an experienced and industrious young man to act as Ohio state agent. He must know the state and the agents and must be willing to work energetically. We are not seeking hasbeens. Address **S-56**, The National Underwriter.

### New Position Desired

Successful manager large bank agency seeks similar position with more progressive organization where future possibilities are greater. Will also consider field or home office position. A comparatively young man possessing initiative and the ability to think clearly and work effectively. Address **S-54**, The National Underwriter.

## VIEWED FROM NEW YORK

By GEORGE A. WATSON

### NORTHERN OF MOSCOW RULING

The New York court of appeals has held that the Northern of Moscow can not assign claims against an English insurance company with a branch in New York to a domestic corporation for the purpose of bringing suit in New York state. The case was titled "Severnoye Securities Corporation vs. London & Lancashire."

The surviving directors of the Russian company, who do not constitute a quorum, are without authority to act in New York except as conservators of assets that might otherwise be lost, according to the court.

The situs of the claim in this action was held to be in England and perhaps in Russia, but not in New York. The debt is localized in England because contracted there by a British debtor in favor of a foreign creditor doing business in England in conformity with British law.

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### EXCHANGE RATE ADJUSTMENTS

Three rate adjustment actions important to members have been taken by the New York Fire Insurance Exchange. On building policies taking effect after Nov. 1, 1930, on specifically rated non-fireproof apartment houses and stores and dwellings rated on non-fireproof comprehensive schedule, members may make at their counters a final reduction of 20 percent in the building rate after all counter allowances previously provided for have been made, provided published rate cards bear the notation: "Rated on account of area," "Non-fireproof comprehensive schedule," or "Rated for height and area."

The exchange voted to adopt a reduction in rates on gasoline cleaning establishments where warranty is attached to the policy that all cleaning materials used will have a flash point above 100 degrees Fahrenheit and are listed by the Underwriters Laboratories as classed with kerosene. This is to apply only on rerating.

The question of broadening the rule regarding coverage and rates where written under blanket form on contents in multiple location and general cover contracts for property under single ownership was referred back to the committee for further consideration.

For the purpose of officially defining what fire insurance is, a special committee was appointed.

The recently created metropolitan office of the Public Fire was elected a member of the exchange.

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### DEFINITION OF FIRE INSURANCE

At first blush the appointment by the New York Fire Insurance Exchange of a special committee to define just "what constitutes fire insurance," sounds ridiculous, considering that business of such character has been practiced for over two centuries and should be fairly well defined by this time. The reason for the action is reputed to be the clash that developed over the writing under a marine form of an important local shore line risk, held by some underwriters to be strictly a fire cover. The growing encroachment of fire companies maintaining marine departments upon business generally assumed to be fire risks pure and simple, reached such a pass a couple of years ago as to bring forth sharp action by the state insurance department and was the primary reason for the creation of the Interstate Underwriters Board.

In its constitution the latter body very explicitly set forth the elements that constitute a marine risk, but no such definition has ever been made with respect to fire coverage. Such task has now been assigned a special committee of the Exchange. Once the committee reports, and assuming that its definition be acceptable to the board membership

generally, that body will then have to set up the necessary machinery for dealing with the proposition.

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### THELLUSSON FIRST DEPUTY

H. A. Thellusson, attorney of New York City, has been appointed first deputy superintendent of the New York department by Superintendent Behan. Mr. Thellusson holds a broker's license but by far the larger part of his time is devoted to his law practice in which he has been engaged since 1912. He is a native of New York City and a graduate of Francis Xavier college and Fordham law school. Mr. Thellusson's official duties will divide his time between the New York and Albany offices of the department, although the greater part of his work will be in New York.

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### RATE REDUCTION IS VOTED

A reduction of 20 percent on specifically rated non-fireproof apartment dwellings, and stores and dwellings, was voted at a meeting of the New York Fire Insurance Exchange. No cancellation for re-rating is permitted on business issued

prior to Nov. 1, but such risks as are cancelled must be at short rates. Contents are not affected and continue as formerly. Under the present arrangement, risks rating less than the minimum of 15 cents a year or 37 cents for three years, must be charged the minimum. Three years ago the exchange increased the allowable ground area for apartment properties from 5,000 to 10,000 square feet, thereby taking nearly 1,000 risks out of the specifically rated class, the expense involved in their specific rating not being warranted by the small difference in the specific and the minimum rate charge.

The old-time non-fireproof apartment in this city is fast disappearing in favor of strictly fire-resistive structures. The increasing value of land and insistent demand for a superior type of residence makes the non-fireproof building an unprofitable investment. Up-to-date apartments get a rate as low as 6 cents. The rapid increase in the number of such properties is an important factor in the steady downward rate trend.

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### IMPORTANCE OF "SIDE LINES"

The term "side line" as commonly applied in most fire offices to classes of business other than straight fire, use and occupancy, tornado and automobile, is not relished by company officials. They argue it conveys a wholly erroneous im-

pression of the value of many divisions of the business, both to agents and assureds. They give as an illustration the great place occupied by automobile insurance which in years gone by was looked on as a side-line. Older managers also will readily recall the incredulity with which the suggestion first advanced by an army officer who for years had made an intensive study of windstorm hazards, that they were insurable and should be undertaken by the companies, was received. Premiums obtained from this division alone now approximate \$30,000,000 annually.

Compared to the returns from these two classifications, earthquake, explosion, rain, rental, sprinkler leakage, smoke damage and like forms may be small, but they are by no means unimportant and each can be solicited profitably by agents. Not long ago an agent young in years and business experience became attracted to the possibilities of rain insurance, which has been generally overlooked by local agents. He determined to specialize in it. Within six months his net commissions were close to \$6,000. Every one of the numerous forms of indemnity on the market was issued in response to a definite demand, and their general designation as "side lines" is felt to convey an impression that they are comparatively unimportant, which is erroneous.



## Concentration Brings Results

Success is the reward for concentrated selling—selling where a profit can be made from sales.

Concentrating your selling effort on automobile insurance—your most profitable line—offers you the greatest opportunity to make more money in 1931.

As ATLAS specializes in, and writes, automobile insurance exclusively, it provides concentrated help for agents who also concentrate their time on the sale of this large volume line.

Your success in concentrating your selling effort on automobile insurance, therefore, will be greatly increased by a connection with this friendly company.



**SPECIALIZING  
IN  
AUTOMOBILE  
INSURANCE  
EXCLUSIVELY**

# Atlas

## Casualty Company

EXECUTIVE OFFICES  
Fort Wayne, Indiana

OPERATING IN INDIANA, ILLINOIS, OHIO, MICHIGAN,  
IOWA AND PENNSYLVANIA



### "This is an actual photograph"

The above line carried under an illustration in an advertisement implies that the manufacturer knows his products is so merited that it is able to stand up under the exacting lights of an actual photograph without being disguised or misrepresented in any way. It is upon that basis of confidence and reality that the product is sold.

"Appraisal by Lloyd-Thomas" on an appraisal report indicates that the entire resources and organization of the Lloyd-Thomas Company back every appraisal it makes at any time. An O. K. on an appraisal is only given by The Lloyd-Thomas Company after its executives are fully satisfied that the record submitted is correct in every detail.

Lloyd-Thomas appraisals satisfy!

**"WHAT IS AN APPRAISAL?"** — It is a complete classified inventory of insurable property (except stock, merchandise and raw materials). Each item of property is valued at today's cost to replace now. The amount of accrued depreciation is determined and the sound insurable value is given.

**"ITS ADVANTAGES—1st—**It discovers insurable values that have long been written off the books through macabre depreciation—**2nd—**It gives the agent, the assured, and the companies value facts of property. **3rd—**It makes for adequate insurance protection, for in nearly every instance it calls for additional insurance."

## The Lloyd-Thomas Co.

RECOGNIZED AUTHORITIES ON PHYSICAL VALUES



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## NEW YORK UNDERWRITERS INSURANCE COMPANY

CAPITAL \$2,000,000

A. & J. H. STODDART, General Agents

100 William Street - - - New York City

FIRE - AUTOMOBILE - WINDSTORM  
BUSINESS INTERRUPTION INDEMNITY

## CHANGES IN THE FIELD

### Is Returning to Illinois

**A. H. Knight Takes His New Position as State Agent of the Home Fleet**

A. H. Knight, agency supervisor at the head office of the National Liberty Fire group at New York, has been appointed Illinois state agent of the Home of New York fleet. The late H. M. Zimmer had arranged to retire at the close of this month and Mr. Knight was sent on to Chicago to confer with him and get in the running. Mr. Knight formerly traveled in Illinois as state agent for the National Liberty. He was manager at Detroit and Wayne county for six months and then was called to the home office in an official capacity. He has been there for two years. He started his career as a local agent at Riverside, Cal. Then he worked for a San Francisco insurance broker for a while and subsequently went to Butte, Mont., where he was connected with the general and local agency of the Lozier-Wolcott Company, spending part of his time in the office and part in the field. Later on he was appointed state agent of the National Liberty in Nebraska and South Dakota and then was transferred to Illinois. The recording department of the Home has five special agents in Illinois, they being A. R. Rathslag and Pierre Jackson of Chicago, W. H. Miller, Jr., of Rockford, J. T. Coen of Olney and H. A. Elkins of Springfield.

### Ohio Territory Is Rearranged

**Crum & Forster Fleet Gives Each Man a Smaller Section for All Companies**

The Crum & Forster fleet, including the Westchester, has rearranged the Ohio field, following its policy of dividing up a state so that a field man can intensively cultivate a smaller territory and give the agents better service. Each man represents all the companies of the fleet in his particular territory. There are now four field men representing this group, they being L. A. Balles, T. K. Boyd, M. F. Johnson and V. H. Burke. T. P. Walker, who has been with the Crum & Forster organization in Ohio, has resigned.

#### W. D. McClure

W. D. McClure of Joliet, Ill., special agent for the Stuyvesant, American Constitution and American Home in Illinois and Indiana, has resigned to become manager of Joliet, Ill., district for Straus Brothers Investment Company of Chicago. His district comprises Will, Grundy and Kendall counties and part of Kane county.

#### H. E. Moore

B. P. Carter, Richmond, Va., general agent, has appointed H. E. Moore special agent. Mr. Moore for four years supervised Virginia for the National Ben Franklin and Concordia, resigning this position several months ago. Previously he was special agent in North Carolina for several years for the Hawks general agency of Greensboro.

#### L. R. Bean

L. R. Bean, special agent for the Buffalo in Ohio, has resigned. The company has not made a new appointment. For many years, Mr. Bean was connected with the Hooven-Huffman Agency in Dayton. He has traveled for the Buffalo for several years.

### Upton Quits After 31 Years

**Veteran Kentucky State Agent of Home of New York Retires—Mellor to Take Over His Work**

H. Lee Upton, 62, Kentucky state agent for the Home of New York, has retired after 31 years' service with the Home. He became a local agent at Upton, Ky., his birthplace, 36 years ago. After five years of local agency experience he became special agent for the farm department of the Home. In 1909



H. LEE UPTON

he shifted over to the recording department as special agent. When the late Col. W. H. Wheeler became general agent in 1913, Mr. Upton became state agent. He is a past president of the Kentucky Fire Underwriters Association and also past most loyal gander of the Kentucky Blue Goose.

#### Mellor to Handle Entire Group

All of the Home affiliates are to be under Marshall Mellor, state agent for the National Liberty group, who is to succeed Mr. Upton, under a plan whereby all of the companies, now occupying separate offices, will be located in the present Home office. Mr. Mellor started with the Tennessee Inspection Bureau and became an engineer for that organization. In 1920 he went with the Hartford Fire in Tennessee, being transferred to Kentucky in 1927. He left the Hartford in 1929 to become office manager of the Louisville agency of Edward J. Miller & Co., when he again entered field work in October, 1929, as state agent for the National Liberty and affiliated companies.

#### Robert T. Williams

Robert T. Williams, who has been special agent for the Aetna in Oregon, has been transferred to the inter-mountain territory covering Utah, Idaho and eastern Nevada, with headquarters in Salt Lake City.

#### J. D. Collins

J. D. Collins has succeeded E. H. Woodward as special agent for the National of Hartford in New Jersey, assisting State Agent P. C. Burgeigh. Mr. Woodward has been transferred to the New York office.

#### Clyde G. Smith

Clyde G. Smith of Des Moines, state agent of the State Fire & Marine of Peoria and Globe Fire, has been appointed Iowa state agent of the Monarch Fire of Cleveland, taking offices in the Capitol Theater building.



## NEWS OF THE COMPANIES

### Reinsure Washington F. & M.

**Hartford Takes Over Business of Seattle Company, Forms Washington F. & M. Underwriters**

Business of the Washington F. & M. of Seattle, formed in 1929 with \$300,000 capital and which reported \$10,830 premium income that year, has been reinsured by the Hartford Fire, and the company will be retired. Its good will will be retained by the Hartford, which has formed the Washington F. & M. Underwriters with the Thompson-Elwell Company as managers.

Mr. Thompson of the general agency office was president of the Washington F. & M. and has a considerable following among local agents in the Pacific Northwest.

### St. Paul Fire & Marine Has Fine Increase in Surplus

The St. Paul Fire & Marine, one of the early companies making its annual statement, shows assets \$34,332,085, decrease \$712,589, premium reserve \$11,431,845, decrease \$932,325, capital \$1,000,000, net surplus \$15,873,818, gain \$930,680, premiums \$13,723,741, decrease \$2,215,997, dividends paid \$1,000,000, interest on investments \$1,356,606, underwriting net profit \$1,053,552, depreciation in market value and loss on sales \$510,045. The remarkable thing about the St. Paul F. & M. statement is the increase in surplus showing investments of a very standard character. The company is most ably managed with F. R. Bigelow as president.

Dividends of the St. Paul are increased from \$1.25 quarterly to \$1.50 quarterly.

### Reorganize Iowa Hardware

MASON CITY, IA., Jan. 21.—Reorganization of the executive personnel of the Iowa Hardware Mutual was effected at the annual meeting following withdrawal of A. R. Sale, secretary-manager since the company was launched, and retirement of L. C. Abbott, president for 19 years. C. A. Knutson, Clear Lake, was elected president and R. D. Austin, for 19 years assistant secretary of the Wisconsin Hardware Dealers Mutual until he assumed similar position here a few months ago, was named secretary-manager. Mr. Sale becomes financial secretary, a newly created office which supplants that of treasurer, held for several years by W. G. C. Bagley.

### Franklin Fire's Figures

The Franklin Fire of Philadelphia showed a reduction in surplus of \$1,940,213 after a stock dividend of \$500,000 and cash dividend of \$920,000 had been declared. The assets are \$22,248,508, capital \$3,000,000, net surplus \$9,075,032, premium reserve \$6,477,852 contingency reserve \$210,000. The liquidating value of the stock is \$24 a share.

### Alliance of Philadelphia

The Alliance of Philadelphia was placed on a \$2.50 annual dividend basis, the directors declaring a semi-annual dividend of \$1.25 a share. The stock previously was on a \$1 annual basis except that an extra 50 cents was paid six months ago.

### Hardware Reciprocal Reinsured

All of the outstanding liabilities of the Hardware Underwriters of Elgin, Ill., have been reinsured in the Federal Hardware & Implement Mutuals, which is composed of the Retail Hardware Mutual Fire of Minneapolis, Hardware

Dealers Mutual Fire of Stevens Point, Wis., and Minnesota Implement Mutual Fire of Owatonna, Minn. The Hardware Underwriters has discontinued business.

As of Dec. 31, 1929, the Hardware Underwriters showed total cash assets of \$372,855 and a surplus in excess of all liabilities of \$284,401. The net premium volume reported for 1929 was \$327,343.

The Hardware Underwriters was or-

ganized in 1912. Attorney-in-fact has been the National Hardware Service Corporation, of which L. D. Nish is manager and R. Y. Wallace is assistant manager. Mr. Nish has been secretary of the Illinois Retail Hardware Association for several years.

### Coordination of Advertising

The farm insurance committee, representing about 15 companies, whose principal task has been to finance fire prevention advertising in country districts, has appealed to the National Board to take over this work. The companies feel that they have shouldered too much of the expense in this work and that

the assessments should be spread over all companies who participate in the benefits of it. The point is made that this advertising could be incorporated in the general advertising program of the national board.

### Company Notes

The **Metropolitan Fire** of New York has been admitted to Colorado.

The annual meeting of the **American of Newark** will be held at the home office in Newark Feb. 2.

**G. W. Blossom** of Fred S. James & Co. has gone to Los Angeles with Mrs. Blossom where he will remain for a number of weeks.

# THE ADROIT. USE OF DIRECT- BY-MAIL

A highly important influence in the building up by local insurance agents of their premium incomes can be credited to the cleverness of the advertising folders that they issue.

For our own part, we spare no effort and expense in making the folders a powerful and reliable means of increasing premium income. In producing these special folders for our agents, we subordinate our companies' names so that they have all the value and punch of locally-printed material. The return mailing card is made a part of each folder and is set in the same style of type.

To make all this material extra effective upon the recipients, the Advertising Department also suggests the text of letters to be used by the agents in issuing the folders.

Why not examine some samples of these folders? Our Advertising Department will consider it a privilege to send you copies and also a specimen issue of our monthly business-building magazine THE ACCELERATOR.



**BOSTON INSURANCE COMPANY**  
**OLD COLONY INSURANCE COMPANY**  
87 KILBY STREET, BOSTON, MASSACHUSETTS

## THE NATIONAL UNDERWRITER

Formerly THE WESTERN UNDERWRITER

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager; NORA VINCENT PAUL, Vice-President; WILLIAM A. SCANLON, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers

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W. J. SMYTH, Resident Manager

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Business Papers



National Publishers  
Association

### Humanitarianism That Pays

It is a fortuitous circumstance for the public that an influential and important organization exists whose self interest can be promoted by participating in or taking the leadership in a great humanitarian enterprise.

The crusading features of the NATIONAL BUREAU OF CASUALTY & SURETY UNDERWRITERS are often ignored by many insurance people, to whom that organization seems to be exclusively a rate making and disciplinary instrument. Attention is now, however, directed to the part the NATIONAL BUREAU is playing in automobile accident prevention by the appointment of MAXWELL N. HALSEY as traffic engineer for the NATIONAL BUREAU.

MR. BEHA, general manager of the NATIONAL BUREAU, seems to have made a wise choice in MR. HALSEY, who has gained wide recognition in the field of street and highway traffic research and control. He has been Massachusetts state traffic engineer. He first entered this field of endeavor in association with DR. MILLER MCCLINTOCK in 1926 in conducting the Los Angeles traffic survey. DR. MCCLINTOCK is director of the Albert Russell Erskine Bureau for street traffic research in Harvard University. After helping in the completion of the Los Angeles survey, MR. HALSEY became chief statistician for the engineering staff on the Chicago survey, which was the first comprehensive traffic analysis made of a metropolitan city. Later

MR. HALSEY was awarded the first Albert Russell Erskine research fellowship of street traffic in Harvard University, where he completed studying for an M. A. degree.

Subsequently he was called to Pittsburgh to assist in the traffic survey there and then he returned to Boston as resident engineer in charge of the mayor's street traffic survey in Boston. In 1929 MR. HALSEY became state traffic engineer in Massachusetts and head of the new bureau of traffic engineering established by the department of public works.

THE NATIONAL BUREAU has accomplished much in the prevention of street and highway accidents and the appointment of a man of MR. HALSEY's standing seems to indicate that the bureau is destined to assume the leadership in this work. There is no organization better equipped, either by machinery or by motive, for accident prevention work. Other accident prevention workers must travel pretty much on inspiration, the inspiration of public service, which must not be minimized as a driving force, but it is not as powerful a stimulus as self interest. The bureau's humanitarian program is no less commendable in view of the fact that member companies stand to profit by it, than if it were exclusively a contribution to charity. Insurance people have a strong talking point for their cause in the work of the NATIONAL BUREAU OF CASUALTY & SURETY UNDERWRITERS.

### What Effect Reverses Have

W. J. OLIVE of Holland, Mich., one of the most successful life insurance men in his state, and indeed in the west, is a philosopher and optimist. Instead of sending in a business card on his recent call in Chicago he wrote on a slip of paper introducing himself, "Reverses make big men and break little men."

There is a lot of philosophy packed in that sentence. The business depression had had different effects on different people. Those who have allowed it to crush them have been prostrated. Out of the welter and storm have come both little and big men. Character has been revealed and the lack of it exposed.

## PERSONAL SIDE OF BUSINESS

W. H. WILLS, president of the Wills Insurance Agency, Bennington, Vt., former president of the Vermont Association of Insurance Agents, and one of the best known agents in that state, was unanimously elected president pro tem of the Vermont senate. Mr. Wills served in the Vermont house two years ago and at the recent election was sent to the senate as one of the representatives in that body from Bennington county.

W. J. KULP, manager of the Mountain States Inspection Bureau, knows his rhythm of words as well as his insurance rates. This was proved at a recent luncheon meeting of the Optimist Club, of which he is a member. "For a roof that has blessed us," he wrote of a brother Optimist, "see Lou for asbestos," so winning a handsome percolator set, including tray, creamer and sugar.

W. G. BOTTIMORE, special agent of the Glens Falls in Virginia and of the Commerce in Virginia and North Carolina, with Richmond headquarters, will be married Feb. 14 to Miss Elizabeth Roller of Harrisonburg, Va.

Henry L. Rose, most loyal grand gander of the Blue Goose, who lost one foot in an accident while on a hunting trip, and who has been at the Mercy Hospital in Baltimore, is reported to be steadily improving.

It is expected he will be home from the hospital before many days. Hundreds of communications have been received by Mr. Rose since his accident. Grand Wielder Rudd has asked the ganders to keep on writing letters and post cards to Mr. Rose to insure continuation of his favorable condition through their messages of encouragement. His home address is 3713 Clarks Lane, Baltimore, Md.

GROSS R. SCRUGGS, well known general agent of Dallas, Tex., is seriously ill at the Biltmore hotel in New York. Mr. Scruggs and his wife were visiting in the east when he was stricken. The doctors are hopeful of his recovery.

In appreciation of 30 years of loyal and faithful service W. P. Hill, secretary of the Virginia Fire & Marine, has been presented a suitably inscribed silver platter by the directors. The presentation was made Jan. 15 by W. H. Palmer, Jr., chairman of the board, and son of the late Col. W. H. Palmer, long president of the company. Six officers of the company whose combined period of service aggregates 189 years presented Mr. Hill with a wrist watch. Mr. Hill started with the company as a clerk in the home office Jan. 15, 1901. In a few years he became an examiner. Subsequently, he was promoted to special agent and then to assistant secretary. He became secretary when B. C. Lewis, Jr. was advanced to vice-president.

H. M. ZIMMER, Illinois state agent of the Home of New York group, died suddenly Monday noon at the home of his brother, E. J. Zimmer, in Chicago. Harry Zimmer was well known throughout the state and was one of the leading field men. In his day he was one of the best business producers in the field. On the first of the year on his own initiative he wrote his head office, stating that he desired to retire on the completion of 25 years service in its ranks. He was to have been put on the retired list Feb. 1 with a generous pension. Mr. Zimmer started as special agent of the Home when the late Fred T. Wise was state agent. When Mr. Wise became disabled Mr. Zimmer was appointed his successor. He was 57 years of age and had spent his entire career in fire insurance. He started

with the old western department of the Phenix of Brooklyn as an office boy, becoming in time an assistant examiner. He is survived by two sons and a daughter.

Zelin Goodell of the Dyer-Jenison-Barry Agency, Lansing, Mich., who is active in state association circles, is commodore of the Lansing Sea Scouts and has been assisting them in fitting up a "land ship" in the basement of a local church. The "ship" was duly christened the past week by Miss Janet Goodell, the commodore's daughter, and the Sea Scout organization was at the same time formally presented with its charter. Mr. Goodell's chief hobby during the season is yachting and, through his affiliations with the Scouts he is now able to continue his nautical activities in winter.

B. K. Olinger, Connecticut Fire state agent at Milwaukee, is expected to leave the hospital in Milwaukee this week, where he has been recovering following amputation of the index finger on his left hand. Mr. Olinger smashed his finger a few weeks ago and infection necessitated amputation of the injured member.

Secretary C. F. Miller of the New York State Association of Local Agents at Rochester, who was taken seriously ill on his return from the Dallas convention of the National Association of Insurance Agents, is now able to be back at his office but has to take it easy. He has been confined to his home for a number of weeks.

Friends of H. A. Yates, of New York, vice-president of the Southern Fire and in charge of its western department, will regret to learn that he has been confined to his hotel through illness for the past week with an attack of la grippe.

Second Deputy Superintendent McPeak of the New York department, is still at a lake resort in the northern part of the state convalescing from a severe illness.

Col. H. E. Russell, senior member of O'Brien Russell & Co., Boston, died Tuesday following a short illness, aged 75. He founded the agency with Mr. O'Brien 40 years ago. He had been a large producer and prominent politically.

F. L. Britton, executive vice-president Preferred Risk Fire of Topeka and a prominent Democrat, having served in the state legislature, was chairman of the official reception committee of the Topeka chamber of commerce at the inauguration of Governor Woodring last week.

H. H. Motley, formerly connected with the western department of the Commercial Union under the late H. C. Eddy and later general agent and manager for several United States companies in a number of the northwestern provinces of Canada, who went to Florida about a year ago because of illness, has fully regained his health and is seeking to enter the business again either as general agent or field man in the south. He has decided to make his permanent home in the south.

What is believed to be the first use of color photography in insurance literature for the use of local agents has been made by C. S. S. Miller, publicity director of the North British & Mercantile. The process is used to unusual advantage in presenting a jewel box with its multi-colored and sparkling contents. The circular contains a message, well suited to the times: "Nowadays one may not be adding much to the family jewels; but present prized possessions are well worth protecting."



# The BEST Bid for the Builder



**T**HE prospective builder should not too quickly conclude that the best bid for him is the lowest bid.

The capabilities of the contractor, professional, physical and financial, are inseparable from the bid that he enters.

The equipment of the bonding company for investigating the qualifications of the contractor for handling any given job is at the service of the insured, through the company's agent.

The bonding company's issuance of a bond to cover the contractor's obligations gives reasonable certainty that the work will be completed as per specifications. Should there occur a failure to do so, the company protects the owner against loss.

Because the Agent has an intimate knowledge of the local situation and of the local contractor, he can be of great value to the company in properly underwriting the contract bond.

*A series of  
advertisements  
having to do with  
the Agent's part  
in saving Life  
and Property*



*A reduced  
number of losses  
means  
Lower Rates*

## Indemnity Insurance Company of North America

PHILADELPHIA



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*Our Motto  
"We help agents  
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**Indiana agents know—we want Ohio agents to know—RAMEY SERVICE means:—**

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4. Prompt Ramey adjustment service.
5. A thoroughly experienced general agency organization, both field and office.
6. An Ohio service office at Dayton.

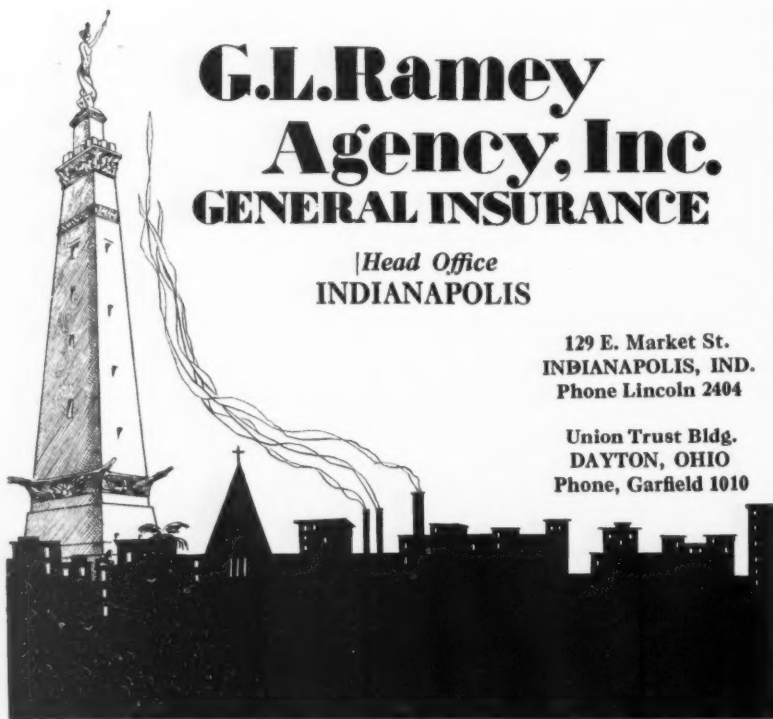
Ramey Agency Service is proven. It is business-building. Indiana agents testify to this. 1931 plans make it bigger and better than ever. It can help increase your business during 1931, either in Ohio or Indiana.

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DAYTON, OHIO  
Phone, Garfield 1010



# NEWS BY STATES

## OHIO AND WEST VIRGINIA

### Derrick Is Dayton Manager

**G. L. Ramey Agency Takes First Step in Expansion Program—Optimism Prevails in Ohio**

H. H. Derrick has been appointed resident manager of the Dayton, O., branch of the G. L. Ramey Agency of Indianapolis with offices at 725 Union Trust building. Mr. Derrick's training in the loss department of the Ramey Agency qualifies him to give to Ohio representatives of the agency the claim service that has helped to build up a strong agency representation in Indiana.

A. F. LaRue, vice-president, and P. W. Finney of the Ramey Agency's casualty department spent last week in Ohio and this week Mr. Ramey, Mr. LaRue and Mr. Derrick are laying plans for a 1931 campaign. Mr. Ramey states that Dayton is the first link in a chain of branch offices to be established in Ohio and bordering states, as growth of business may warrant.

Complimentary to the state of Ohio, Mr. Ramey said: "I visited some 25 large agencies. Not one agent spoke about poor business, but in every case the spirit of optimism was phenomenal. The agents seemed like a well trained army—cleaning up the debris after a battle, and moving on in a well trained, orderly way; eyes clear, heads up, shoulders squared and a strong will to succeed."

### Hamilton County Insurance Fund Is Proposed by Ach

Proposal was made to the Hamilton county, O., board of county commissioners that the county create its own insurance fund. Samuel Ach, new member of the board, made the proposal. He suggested that insurance amounting to \$270,000, which expires this year, be dropped and the \$12,000 which has been appropriated for insurance during 1931 be put in the fund.

According to this suggestion, the fund would be increased each year until it reaches an amount sufficient to take care of any damage from fire or tornado. The fund would be invested in county bonds and allowed to accumulate.

### Many Company Executives at Funeral of P. W. Flicker

Many insurance men attended the funeral of Perry W. Flicker of the Evarts-Tremaine-Flicker Co., at Cleveland last week. Floral tributes were received from Clyde B. Smith of Lansing, G. J. Leiber of Detroit, the Ohio Association of Insurance Agents, Insurance Board of Cleveland and from company men and friends from all parts of the country.

Among the company officials present were Kenneth Spencer and George Coar, vice-presidents Globe Indemnity; A. G. Tuthill, assistant manager of agencies Fidelity Mutual Life; Ralph Rawlings, president and A. E. Hendricks, manager special risk department Monarch Fire; R. A. Parkinson, secretary Agricultural; W. G. Bayliss, assistant western manager Aetna; H. W. LaRue, secretary America Fore, Chicago. Field men of all the companies in the agency were also in attendance.

J. E. Greenwood, president; W. H. Tomlinson, secretary; E. J. Bundenthal,

chairman executive committee; C. C. Corry and C. C. Rudibaugh, members of the executive committee, represented the Ohio Association of Insurance Agents. C. W. Davis, T. C. Goss and S. J. Horton represented the Insurance Board of Cleveland.

### Steinkamp is Vice-President

At the 68th annual meeting of the Sun Mutual of Cincinnati August Steinkamp was made vice-president succeeding Henry Hater and C. W. Ireland was made treasurer succeeding A. Schmidt, Jr.

### Joint Meetings Are Held

A joint meeting of the Dayton Fire Insurance Exchange and the Dayton Life Underwriters was held Tuesday night at Dayton, O., with C. Vivian Anderson of Cincinnati, president of the Ohio Association of Life Underwriters, and Homer Trantham, executive secretary of the Ohio Insurance Federation, as speakers.

The Toledo Association of Insurance Agents and the Toledo Life Underwriters also held a joint session, which was addressed by Mr. Trantham and C. L. Krumm of Cleveland. About 100 were present.

At a meeting at Lorain about 35 persons were present and Mr. Trantham gave an address. A number of insurance men were present from Elyria.

Another meeting of insurance men to be addressed by Mr. Trantham will be held at Newark Friday evening. At all of these meetings bills which have been or will be introduced in the legislature affecting insurance were discussed.

### Granger Succeeds Wallace

J. E. Granger, first assistant fire chief since 1914, will be the new fire chief of Cleveland succeeding G. A. Wallace, who retires March 1 to become chief emeritus on full pay.

Mr. Wallace is nearly 83 years old and has been in the department 62 years, being chief 30 years.

Mr. Granger has been a member of the department for 37 years and is 56 years old.

### Ohio Pond Meets Feb. 3

The Ohio Blue Goose will hold its February meeting in Cleveland Feb. 3. There will be a dinner, a business meeting and initiation of candidates. The field clubs will also meet that day. W. J. Booth, Columbus representative of the American District Telegraph Company, will address the Ohio Blue Goose at its luncheon in Columbus Jan. 26, on "The A. D. T. Equipment in Fire Prevention."

### West Virginia Field Meeting

H. G. Loud of the Commercial Union was elected vice-president of the West Virginia Fire Underwriters Association at its meeting at Washington, D. C., and A. S. Herman of the Home, president. The following were elected members of the executive committee: F. J. Vaughan, Phoenix of Hartford; R. B. Apperson, Hartford Fire; W. Van Idersine, London & Scottish; M. E. Speight, London & Lancashire, and B. J. Weisgerber, North British.

### Seeks to Dodge Tax

Initial arguments have been made in the appeal of William Stredelman from the decision of the court of appeals that

(CONTINUED ON PAGE 25)

## LOYALTY GROUP

### TRUE OPTIMISM

True Optimism is Faith; Faith in Humanity; Faith in the Nation; Faith in its Institutions; Faith in Yourself; Faith in the Present; and Faith in the Future.

False Optimism is Hope based on Desire.

Pessimism is compounded of lack of Faith in all that True Optimism is founded upon, and is acknowledgment of unbelief in self, too often coupled with the wish to profit through the misfortunes of others.

History, that Just Judge of Humanity, reads the record and inexorably records the verdict.

The Verdict is, always has been, and always will be that True Optimism is justified and its results proven; that False Optimism cannot last because of its unsound foundation; and that Pessimism cannot prevail, but must ever fail because of its inherent untruth and viciousness.

History records that the world progressed, and was in every way better and more prosperous in the year 100 than in the year 1 A. D.; History records that the world progressed, and was in every way better and more prosperous in the year 1000 than in the year 100 A. D.; History records that the world progressed, and was in every way better and more prosperous in the year 1900 than in the year 1000 A. D.; and History will continue to record the progress of the world, and this record will show the year 2000 in every way better and more prosperous than the year 1900 A. D. It is reasonable to believe, and it is wise to believe, and most people do believe that the year 1931 will be in every way better and more prosperous than the year 1930. Voice, therefore, your belief by word and act and aid it to come true in fullest measure.

Almost two thousand years ago a wise teacher and leader of men said:

"Now Faith is the substance of things hoped for, the evidence of things not seen".

Today Faith is as then. Today, as then, True Optimism is Faith. Thinking men must be and are True Optimists. That individuals have suffered misfortunes in the past and many have succumbed, and that individuals will suffer misfortunes in the future and more will succumb, cannot be denied, but such misfortunes, however hard for the individuals, are after all individual misfortunes and will not, in fact cannot stay the world march of progress and prosperity.

Do not be ashamed of your True Optimism, and do not be afraid to express it because you fear some pessimist may ridicule it and tell you that some day he will say "I told you so". Have courage and make known your True Optimism by voice and deed; make known your Faith in Humanity; make known your Faith in your Nation; make known your Faith in the Future; make known your Faith in Yourself; and make known your Faith that the tide has turned and that Prosperity has its hand stretched to knock at the door, and will surely enter if we but heed it, instead of harkening to cowardly fear.

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Fire and Tornado

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Write us about our very elastic plan of Premiums by Installments

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GENERAL INSURANCE  
JOHN R. HUNTER, MANAGER  
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## VINCENNES AGENT

John J. Selby, Pres. Selma Kixmiller, Vice Pres. E. A. Acker, Sec'y-Treas.  
**SELBY & ACKER, Inc.**  
GENERAL INSURANCE  
5th and Main Vincennes, Ind.

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The contractor's public liability policy cover . . . ? Does not cover . . . ?  
A clearer understanding of the answers to the above will mean better business for you in 1929.  
Write for free booklet telling about correspondence course in casualty and bond underwriting.  
THE NATIONAL UNDERWRITER COMPANY, 428 E. Fourth St. Cincinnati, Ohio

## Do You Buy Conversation?

In the days when "Conversation Circulation" statements where the basis on which the advertiser bought space, the advertising solicitor who put up his story in the most pleasing manner generally got the business.

In rare cases of doubt, the prudent advertiser of former days would go to the publisher's office and look over the circulation records with his own auditors. But neither he nor his auditors knew the intricacies of circulation records or the possibilities for juggling figures.

Circulation differences and arguments caused bitter battles between publishers. Ingenious schemes were used (in a few cases they are still being used) by unscrupulous publishers to put up the appearance of a larger circulation than they had.

These practices brought out the necessity for a reputable agency to audit and report on circulation matters and it was to meet this demand that the Audit Bureau of Circulations was started fourteen years ago by a nucleus of the leading advertisers, advertisers' agents, and publishers.

The purpose of the Bureau is to make fair and impartial audits of circulation records and its reports are now accepted as the Standard Authority among advertising buyers throughout the United States and Canada.

Every Publisher-Member of the Bureau is required to make semi-annual statements setting forth the actual NET PAID circulation. The Bureau sends an auditor to the office of each publisher to check his circulation statements.

Study the A. B. C. reports of the publications you are considering and it will not be necessary to argue about competitive circulation. If a publisher cannot give an A. B. C. statement, it may be because he cannot meet the requirements of the high circulation standards set by the A. B. C.

The National Underwriter is a member of the A. B. C. and would be pleased to submit a copy of its latest circulation report.

## The National Underwriter

E. J. WOHLGEMUTH  
President



C. M. CARTWRIGHT  
Managing Editor

The leading weekly insurance newspaper



# The National Underwriter

THIRTY-FIFTH YEAR  
Number 4

CHICAGO, NEW YORK, CINCINNATI AND SAN FRANCISCO, THURSDAY, JANUARY 22, 1931  
Office of Publication, 175 W. Jackson Boulevard, Chicago, Illinois

INDIANA INSURANCE  
DAY INSERT

## Observe Indiana Day; Advance Coffin

### Notable Program for Indiana Men

Sessions More Sharply Divided  
and Material of Great Value  
Given All Who Attended

### ALL ON BUSINESS BASIS

Entertainment Features Cut Down and  
All Sessions of Serious Nature—  
Attendance Is Larger

INDIANAPOLIS, Jan. 21.—Indiana insurance men representing every branch of the business met here Tuesday to participate in Indiana Insurance Day. The idea of an insurance day originated here and Indiana has always succeeded in putting on the best affair of this kind that is staged anywhere, although the idea has been adopted in a number of other states.

This year the attendance was somewhat larger, and the program and meeting as a whole were better than usual, principally because there was a sharp division between fire, casualty and life meetings, with the result that all who attended were able to be at sessions of real value to them and in which they were vitally interested.

The Lincoln Hotel was used as the meeting place and convention headquarters, this being the first time that the affair was held outside of the Claypool. Life insurance was given a promi-

(CONTINUED ON PAGE 24)

### NEW OFFICERS INDIANA FEDERATION

#### PRESIDENT

Ross E. Coffin, local agent, Indianapolis.

FIRST VICE-PRESIDENT, CHAIRMAN INDIANA INSURANCE DAY

Ralph L. Colby, general agent, Franklin Life, Indianapolis.

#### VICE-PRESIDENTS

J. J. Fitzgerald, secretary, Grain Dealers National Mutual; F. A. Tedford, president, Mitchell Agency, Lafayette; H. A. Luckey, New England Mutual Life, Indianapolis; R. C. Griswold, manager, Aetna Casualty, Indianapolis; V. Y. Duncan, special agent, Indemnity of North America, Indianapolis.

#### TREASURER

A. L. Riggsbee, Fletcher Savings & Trust Company, Indianapolis.

#### SECRETARY

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ATTORNEYS—C. F. Merrell, W. L. Taylor, Burrell Wright, and G. B. Nelson, all of Indianapolis.

FRATERNAL—J. C. Snyder, Supreme Tribe of Ben Hur, Crawfordsville; G. E. Hopkins, Modern Woodmen.

INSURANCE COMMISSIONER—J. C. Kidd.

### Foster Answers U. & O. Questions

Informal Discussion Following  
Address Feature of Fire and  
Casualty Session

### DEPRESSION PROBLEMS UP

Effect of Present Day Conditions Re-  
viewed in Formal Talk and Re-  
plies to Queries

INDIANAPOLIS, Jan. 21.—At the fire, casualty and surety session Ross E. Coffin, general chairman of Indiana Insurance Day, introduced W. S. Foster, assistant western manager department of the North America, as "his father in the business," to whom he used to go in the early days of his insurance training with his questions and a feeling of certainty that he would get the right answer. Mr. Foster spoke on "Prospective Earnings" and discussed in some detail use and occupancy problems that have developed in the present period of business depression.

When Mr. Foster finished his prepared address he invited questions, and he was kept busy until adjournment was forced, to make way for the noon luncheon.

Among the questions, the first was put and answered by Mr. Foster himself. "In case a manufacturing concern burns, can owner take his work-



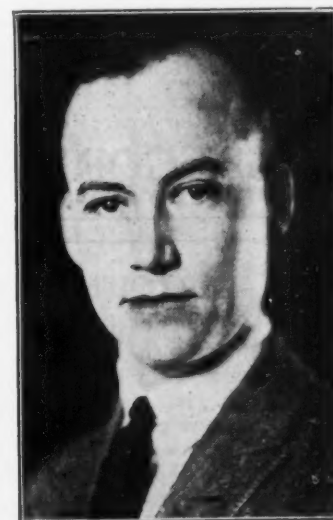
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President Indiana Insurance Federation



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JAMES A. BAWDEN  
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If you want the exclusive franchise to distribute The National Underwriter's attractive new 1932 insurance calendar in your city. It has twelve different seasonal rotogravure pictures and sales arguments—one for each month. Mounted on a heavy colored board back. Your name at top where it strikes all eyes. Mail this advertisement today along with your business card and 10 cents in stamps and receive sample calendar and full particulars about exclusive franchises.

THE NATIONAL UNDERWRITER  
A-1946 Insurance Exchange, Chicago

men and employ them in rebuilding his plant and still charge their wages to his use and occupancy insurance?" he asked. The answer was that he could not, as he stepped out of his regular business and became a contractor, in effect, in the building of his plant.

Other facts brought out by the questions and answers were:

An owner of a manufacturing plant must carry insurance on an annual basis even though it is unlikely he may have an interruption of business exceeding three or four months at the most, because rates are calculated on an annual basis, and on a partial and not total loss basis.

#### No Field for U. & O. When Depression Closes Plant

It is a matter of rate after all—whose guess, the company's or the assured's? "I'm not prepared to say that it will always be so," said Mr. Foster, "but it has always been so in U. and O. since the beginning of this coverage, 50 years ago."

When a business is closed down because of depression, though profitable in the past, there is no place for profits insurance, as there are no profits to insure. This point brought out a number of related questions and some discussion. Mr. Foster took the ground that such a plant was not a subject for use and occupancy insurance as, in event of fire, the status of the concern as to continuing overhead costs remained unchanged. While not operating because of depression, the continuing overhead has to be cared for through what surplus or other provision the concern has made to meet such a contingency. After the fire the condition remains the same and such expenses would continue to be cared for from the same source. There was no loss of profits as would have been the case had the concern been operating. To pay use and occupancy insurance under such a condition would be providing "depression insurance" rather than U. and O.

#### Rent and Rental Value on Unoccupied Property

This led to a discussion of rent and rental value insurance on unoccupied property. Where property has been vacant and non-income-producing for some time and with no definite prospect of being rented, Mr. Foster held that there was no rent or rental value to be paid for by insurance in case of fire, theoretically and justly, though the present practice in some sections sanctions this. The Chicago Board recently revised the forms used there to prevent this and such is the case on the Pacific and Atlantic coasts, with the prospect that it will be generally adopted throughout the country eventually. He said that it is not a wise policy to sell this insurance with the idea of covering possible recovery on property that has been chronically vacant.

#### Seasonal Operator Holds Cover on Annual Basis

The seasonal operator, like a canning factory, plays safest in carrying U. and O. on annual basis, as it might run into its busy season without this protection.

If a canning factory is burned July 1 and its operating season is limited to August and September, it could not collect under the U. and O. policy for July but for all or as much of August and September as it was prevented from operating because of the fire.

At the close of the session Mr. Coffin announced that more had registered than had been expected and several additional rooms were prepared for luncheon in the emergency.

The facilities of the Lincoln Hotel proved to be inadequate, particularly when the meeting broke up. The hotel has only two elevators, which were quite unable to handle the crowds, and considerable confusion resulted.

### Chandler Trophy to Foster; Big Crowd Attends Luncheon

There was an overflow crowd at the luncheon. J. A. Bawden, president Indiana Insurance Federation, presided. The principal speaker was Gen. F. S. Dickson, Chicago, counsel and public relations specialist of the National Board. He spoke on "Insurance in Its Relation to the Public."

The new insurance commissioner of Indiana, John C. Kidd, was introduced by former Commissioner Clarence C. Wysong. Mr. Kidd has been a local agent at Brazil, Ind., for many years. He feels that today there is a great necessity for the insurance agent knowing thoroughly the contract he is selling and the company he represents. He stated that the insurance buyer buys more or less on faith and confidence and that the agent who violates that confidence is not fit for his responsibilities. He also believes that greater cooperation between the agents and the companies would accomplish much for the business.

#### Chandler Trophy Goes to General Agent Foster

The presentation of the "Chandler Trophy" was made by C. D. Lasher, Indianapolis. This year the cup was awarded to R. A. Foster of Foster & Messick, general agents United States Fidelity & Guaranty, Indianapolis.

Ralph L. Colby, Indianapolis, general agent of the Franklin Life, was announced as the general chairman for the next year's Indiana Insurance Day. Ross E. Coffin, general chairman of this year's meeting, is the new president of the Indiana Federation.

### Strong Address by Dickson Given at Luncheon Meeting

Gen. F. S. Dickson of the legal department of the National Board in Chicago in his talk at the luncheon paid tribute to the Indiana insurance people, the insurance laws of the state and the insurance department. He said that insurance inherently merits painstaking consideration. He urged that the business continue to be built and maintained on a sound financial basis. He declared that the local agent is an important man in his locality and is a public asset. There are 8,000 people in the state, he said, who are licensed as fire agents. These, together with their helpers and families, represent more than 40,000 people. These agents, he said, should be properly protected.

#### Insurance Work Needs Highly Trained Experts

Insurance is a business, he said, calling for highly trained experts. General Dickson decried any direct participation of the state in insurance other than a regulatory capacity. He warned the people against state unemployment insurance. It is proposed in Indiana that a commission be appointed to investigate unemployment insurance. General Dickson urged the insurance people to seek audience with the commission and urged that they take cognizance of the potential possibilities of increasing an existing unemployment condition through ill advised action by laws placed on the statute book. He advocates at all times a government where the individual and groups of individuals shall be permitted without the paternalism of political entities to work out their own social and economic foundations.

The registration fee this year was reduced from \$5 to \$3.

\* \* \*

There were not so many company headquarters in evidence as in former years, although those maintained by the Hartford Fire, the Union Indemnity and the Union of Indianapolis were frequently visited.



## Foster Compares U. & O. to Business Life Insurance

One of the most valuable features of Indiana Insurance Day was the address of W. S. Foster, assistant manager of the North America on use and occupancy. Mr. Foster is the author of one of the most popular textbooks on the subject, "Removing the Mystery from U. & O." The title of that volume expresses Mr. Foster's creed. At Indianapolis he brought out an interesting analogy between business life insurance and fire use and occupancy, emphasizing that U. & O. is prospective earnings insurance without complications or mystery. His address in part follows:

"Recently I was called on the long distance telephone by a gentleman in a distant state who told me of a concern in his town which was ordinarily productive and profitable, but which had been compelled to cease operations during this present depression, while its heavy overhead expense continues right along, and he asked how to compute the proper amount of use and occupancy insurance at this time when obviously there is no net profit.

"I told him that there is no use and occupancy value and that there can be no use and occupancy insurance recovery during a period of voluntary shut-down.

"But," he persisted, 'look at all those expenses!'

### Prospective Earnings Insurance Good Title

"How are all those expenses being paid now?" I asked.

"Out of their reserves set aside during previous year," he replied.

"Is there any prospect of the plant's operating during the next 60 days?" I asked.

"I believe not," he answered, 'but all those expenses!'

"If fire occurs today requiring 60 days to restore the property, during which time it would have been inoperative anyway, there has been no possible loss of earnings, has there?"

"No, but think of the continuing expense!"

"And the fire hasn't interfered with the owner's ability to pay that expense, has it?"

"N-o-o."

"Then why should the happening of that incidental fire during a period of idleness serve to shift the burden of that overhead expense which is already a loss—a depression loss, mind you, not a fire loss—from the shoulders of the owners to the shoulders of the insurance companies?"

"He would have saved the toll charge if he had conceived the line as prospective earnings insurance.

"One of the best known underwriters wrote me recently that the whole story

of use and occupancy insurance has been told in these few words: 'Use and occupancy is not designed to do any more for the policyholder than his business itself would have done for him had no fire occurred.'

"Isn't that the fundamental principle of all insurance? If you insure your bungalow you don't expect the insurance company to replace it with a mansion. If you insure your delicatessen you don't expect to recover a department store; if you insure your flivver you don't expect to be reimbursed with a Rolls-Royce! Why, then, when we insure a man's prospective earnings should he pay for a greater amount of insurance than the amount that his business will probably earn, and why, after loss or damage by fire, should he expect to be reimbursed for an amount greater than his business would have produced had no fire occurred?"

### Straight Per Diem Form Steers Straight Course

"Underwriters and insurers would never allow themselves to flounder on this rock of fixed expenses, or overhead, if they kept in mind the most familiar use and occupancy form of all—the straight per diem form, so-called, with its limit of liability of 1/300 of the amount of the policy for each business day of total suspension caused by fire.

"Why 1/300 when there are 365 days in a year?"

"Because after deducting 52 Sundays and all the various holidays there remain approximately only 300 business days. But mark this! Rent, interest, taxes, insurance premiums, executive salaries, telephones, subscriptions, dues, and all other items of overhead are just as great for Sunday as they are for Monday or any weekday. That's what makes them overhead; consult your dictionary! They are just as great for Christmas or the Fourth of July as they are for Dec-24 or July 3, and yet everyone looks complacently on the practice of withholding insurance protection and insurance payments for Sundays and holidays.

"Why is that?"

"Simply because we all realize that the expenses of Sunday and holidays are paid out of the earnings of week days; in other words, the weekday operations must earn not only their own expenses but Sunday and holiday expenses too, and in addition earn a net profit over all.

"There is no use and occupancy value and there can be no use and occupancy recovery during those days when one's business would not have shown any earnings. The reason for excluding Sundays and holidays from protection in the case of a business that operates only on weekdays is also the reason for ex-

cluding protection during a six months continuous shut-down.

"The reason for conception, the excuse for existence, and the purpose for continuance of all business is earnings, and the sooner we all come to realize that it is that life blood of earnings that is contemplated by use and occupancy insurance the sooner we shall understand this cover.

### Analogy Between U. & O., Business Life Insurance

"Someone has defined use and occupancy as business life insurance. The life underwriter chooses as his risk a person of sound health, capable of meeting his obligations, and supporting himself and family and laying something by.

"Similarly, the use and occupancy underwriter chooses as his risk a business in sound health, capable of meeting its obligations and accumulating a reasonable amount of net profit for its rainy day of business depression which is bound to come, sooner or later.

"The particular life policy that we are discussing, we will say, excludes liability while the policyholder is engaged in automobile racing, or flying.

"The fire U. and O. policy similarly excludes liability for loss by windstorm, earthquake, flood, riot, and business depression.

"In defiance of such a life policy the policyholder indulges in automobile racing or aviation during European travel, and crashes with fatal result, and the life company has no liability.

"Under a fire policy, if the flow of earnings stops from business depression, or from flood, or earthquake, or any other happening excepting fire or lightning, the company has no liability.

"Under the life policy, if some subsequent happening, such as the sinking of the Titanic containing the policyholder's remains, would have resulted in loss had the policyholder been alive at the time, the life company has no liability for the reason that the loss had already occurred before the disaster took place.

### Quotes H. L. Glidden to Substantiate His Views

"Similarly, under a fire policy, if loss of earnings has already occurred from depression, or earthquake, or flood, and the property is damaged or destroyed by fire which would have resulted in loss had operations and earnings not already been suspended, the fire company has no liability because the loss of earnings had already occurred from another cause before the fire damage happened.

"But perhaps the analogy ceases right there for the reason that the subject of insurance under a life policy remains forever a total loss, while the subject of insurance under a fire use and occupancy policy is probably experiencing only a period of suspended animation and it will come back into its own and again become a busy enterprise with the passing of the period of depression and regain its use and occupancy value.

"Do you suspect that this insistence that use and occupancy insurance is

## Victories, Issues of National Body Given by Calhoun

A recital of recent accomplishments of and issues confronting the National Association of Insurance Agents constituted the address of W. B. Calhoun, chairman of the executive committee of the National association, at a dinner of the Indianapolis Board Tuesday evening.

Among the victories listed by Mr. Calhoun was the report of the National Convention of Insurance Commissioners on acquisition costs, in which the principal contentions of the agents were upheld; announcement of the Bank of America that it will retire from the local agency business; conferences with the National Bureau of Casualty & Surety Underwriters which have resulted in at least postponing the institution of a graded scale of commissions on compensation insurance; progress in the reciprocity campaign, inducing stock company agents to patronize stock company customers.

Among the issues confronting the organization, Mr. Calhoun listed the growing tendency of companies to form pools which eliminate the agent's commission or reduce it to the minimum on big lines, especially fluctuating values; the planting of the Fireman's of Newark in bank agencies; the continuance of agency companies reinsuring business for non-agency and cut rate companies; fictitious automobile fleets; the Chrysler problem.

earnings is nothing more than a theory of mine?

"Let me read from THE NATIONAL UNDERWRITER where it quotes H. L. Glidden, a prominent adjuster:

"Pray tell just what is particularly intricate or complicated about use and occupancy insurance? Nothing that I have ever discovered nor any competent adjuster or underwriter. For one to have an insurable interest the subject covered must necessarily be of some monetary value. What, then, is the use and occupancy value or worth of any specific premise, equipment or stock, except the net profit that one might make by their use or occupancy, as the case may be?"

### Insurable U. & O. Values Are Expected to Increase

"Although there may not be quite as great U. and O. values to cover at this time, the fact remains that there are approximately as many U. and O. values to be insured as ever, and I have every faith that these values will grow and increase until they are as great as before.

"The statement that use and occupancy is not designed to do any more for the policyholder than his business

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HOW about an agency contract with a Company that will help an agent when help is needed?

would have done had no loss occurred is a negative one, and to complete the picture it needs this affirmative, positive reassurance:

"Properly written, use and occupancy insurance will do just as much for the policyholder in case of loss as his business would have done had no loss occurred."

#### Much Use & Occupancy Is Improperly Written

"I am afraid that much use and occupancy has been written improperly. It is difficult to conceive of any risk whose earnings or U. and O. value do not fluctuate over different periods of the year or over different days of the week. What mercantile risk can you conjure whose earnings are not greater on Saturday, for example, than on other weekdays? Those Saturday fluctuations alone justify the use of the fluctuating form if the insured is to be properly and adequately protected.

"Few manufacturing plants run at a steady pace the year through, and they, too, in most cases, should be written in connection with the fluctuating form.

"For the dry goods, department, jewelry, haberdashery, and similar stores whose earnings fluctuate greatly not only over different seasons of the year but also over different days of the week, I strongly recommend item 1 of the contribution form, which form was arranged at the request of the National Retail Dry Goods Association, but which is also available for manufacturing plants, if desired. Item 2, covering insured's 90-day payroll, is optional at insured's pleasure.

"The need for use and occupancy is very great even during this period of business depression, but I am afraid that it has been neglected in the past and is being neglected today from the fear that it is complicated and mysterious. Mr. Glidden says this fear on so many folks' part is a goblin, and he calls that goblin Uando.

"As earnings constitute the one and only reason for undertaking business of any kind, it follows that those earnings rank in importance with life itself and should be protected against interruption."

#### Schedule Field Meetings

The Western companies of Fort Scott, Kan., will hold a round-up of the field forces there Feb. 1.

A field meeting of the western department field men of the American Central is being held at St. Louis Jan. 22.

F. S. Grove, Jr., an insurance broker in Philadelphia, committed suicide this week. About 10 years ago he purchased the ranch of Buffalo Bill in the mountains of Ishawoosa, Wyo.

## Notable Program for Indiana Men

(CONTINUED FROM PAGE 21)

nent place on the program and the attendance of life insurance men was as a result noticeably higher than in former years.

The meeting was conducted on something of an economy basis this year, the night-before dance and celebration being eliminated and the banquet in the evening dispensed with. Most of the time this year was taken up with real business, even the noon-day luncheon and dinner given by the Indianapolis Insurance Agents Association being of a more serious nature.

#### All Insurance Organizations of State Participate

J. A. Bawden, Indiana state agent American of Newark, and president of the Indiana Insurance Federation, was in general charge of the affair and R. E. Coffin of Gregory & Appel was general chairman. All of the insurance organizations in the state were, as usual, jointly responsible for the meeting.

There were two sessions in the morning, one for the life men and the other a fire, casualty and surety meeting. P. W. Simpson, president Life Underwriters Association of Indiana, presided at the life group meeting, at which the two principal speakers were J. S. Maryman, agent of the Aetna Life at Little Rock, Ark., who spoke on "An Organized Sales Talk," and A. H. Kollenberg of the Mutual Benefit Life, Grand Rapids, Mich., who discussed "Plans Used in Selling Medium Sized Business Cases."

#### Schofield and Foster Address Group Meeting

While the life session was in progress, a group meeting for fire, casualty and surety men was being held in another room and presided over by Mr. Coffin. The two speakers were E. J. Schofield, vice-president of the Globe Indemnity, who talked on "Casualty Lines," and W. S. Foster, assistant western manager of the North America, whose topic was "Prospective Earnings Insurance." At the conclusion of Mr. Foster's talk there was an open forum and general discussion, following which the two groups merged for a luncheon at which Mr. Bawden presided as toastmaster. The prominent guests included Indiana's governor, Harry G. Leslie; John C. Kidd, the newly appointed insurance commissioner of Indiana, and Reginald Sullivan, mayor of Indianapolis, who gave a brief address of welcome. The featured speaker was

F. S. Dickson of Chicago, counsel and public relations specialist of the National Board, who discussed "Insurance in Its Relation to the Public." The luncheon was concluded with the annual meeting of the Indiana Insurance Federation.

The afternoon program was occupied by life insurance speakers. George E. Lackey of Oklahoma City, president of the National Association of Life Underwriters, outlined "Sales Plans for Increasing Production with Life Insurance as the Financial Anchor of 1931." Ward Hackleman, Massachusetts Mutual, Indianapolis, talked on "Tax Problems in Which Indiana Prospects are Interested," and T. P. Williams, an agent of the Equitable Life of New York at Corry, Pa., explained "Where Prospects are Found for a Million a Year in a Town of 7,500."

In the evening the members of the Indiana Association of Insurance Agents attended a dinner given by the Indianapolis agents' association at which W. B. Calhoun, chairman of the executive committee of the National Association of Insurance Agents, was the speaker and honored guest. Those not attending the dinner were present at the entertainment and dance given in the Indiana ballroom.

#### Company Men Attend

Among the prominent company officials attending Indiana Insurance Day were Spencer Welton, vice-president Massachusetts Bonding; R. Hill Caruth, vice-president American Bonding; H. H. Cleaveland, president Bituminous Casualty, Rock Island, Ill.; J. Wiley Burden, manager automobile department Hartford Fire, Chicago; C. J. Lingenfelder, manager brokerage and service department America Fore, Chicago; W. J. Nolan, western supervisor Bankers & Shippers group; Russell Hobbs, assistant manager Western Actuarial Bureau; Claris Adams, vice-president American Life of Detroit, and V. J. Harrold, Lincoln National Life.

#### Reciprocal's Subscribers Sued

ST. LOUIS, Jan. 21.—Suits are being filed in various justice courts in St. Louis against policyholders in the defunct Federal Automobile Insurance Association, Indianapolis reciprocal, to compel them to pay assessments equal to four annual premiums, amounting to an average of \$120.

The suits are filed in the name of R. H. Abeken, receiver in Missouri for the reciprocal. This action had been authorized by the St. Louis circuit court as a means of obtaining funds with which

## INSURANCE STOCK QUOTATIONS

By H. W. Cornelius & Co., 105 South La Salle Street, Chicago, as of Jan. 19.

Stock	Par	Div. per Share	Bid	Asked
A. Lincoln Life...	10	1.20	37	..
Aetna Cas.....	10	1.60	75	80
Aetna Fire.....	10	2.00	48	50
Aetna Life.....	10	1.20	57	59
Agricultural....	25	4.00	85	95
Amer. Alliance..	10	1.60	23	25
American, N. J..	5	1.00	17	19
Amer. Surety....	25	6.00	80	85
Automobile.....	10	1.20	33	32
Baltimore Amer.	5	.80	10	12
Boston.....	100	16.00	500	535
Brooklyn.....	5	1.20	11	13
Carolina.....	10	1.50	22	24
City of N. Y.....	100	16.00	240	260
Contl. Assur....	10	2.00	63	67
Continental Cas.	10	1.60	31	33
Continental, N. Y.	10	2.40	45	47
Conn. Gen. Life.	10	1.20	110	120
Chl. Fid. & Cas.	25	..	11	..
Fidelity & Dep..	50	9.00	135	140
Fidel. Phenix...	10	2.60	49	50
Fire Assn.....	10	1.60	18	20
Firemen's.....	10	2.20	28	30
Franklin.....	5	1.60	24	26
Globe Falls.....	10	1.50	49	51
Globe & Rutgers	100	24.00	635	675
Great Am. Fire.	10	1.60	25	27
Halifax.....	10	1.20	17	19
Hanover.....	10	1.60	30	32
Harmonia.....	10	1.50	22	25
Hartford Fire...	10	2.00	61	63
Htfd. St. Boiler..	10	1.60	55	60
Home, N. Y.....	10	2.00	34	36
Home Fire Sec..	10	..	6 1/2	7 1/2
Homestead.....	10	1.00	16	19
Independ. Indem.	5	..	5	7
Independ. Fire..	5	..	5	7
Ins. Co. of N. A.	10	*2.00	54	55
Knickerbocker...	5	1.50	16	19
Lincoln Nat. Life	10	2.50	68	72
Lincoln, N. Y....	10	2.40	25	30
Merchants, Com.	10	2.00	50	60
Merchants, Pfd.	100	7.00	110	..
Metropolitan, Ill.	10	1.00	8	10
Mo. State Life...	10	1.20	23	25
National Cas....	10	1.20	17	19
National Fire...	10	2.00	56	58
National Liberty	5	.50	8	9
National Surety.	50	5.00	48	49
National Union..	100	12.00	165	175
New Brunswick.	10	1.50	24	26
New Hampshire.	10	*1.60	49	50
Northern, N. Y..	25	4.00	75	85
North River.....	10	2.00	37	41
N. W. National..	25	5.00	90	100
Peoples Natl....	5	.50	5	6
Philadelphia Nat.	10	1.20	15	18
Phoenix.....	10	2.00	67	70
Preferred Acci..	20	3.00	45	50
Prov. Wash.....	10	2.20	43	45
Republic Fire...	10	2.00	12	15
Rossia.....	10	2.20	19	20
Springfield.....	25	4.50	95	105
St. Paul F. & M.	25	6.00	165	172
Sun Life.....	100	*25.00	1350	1450
Travelers.....	100	*24.00	1000	1025
Westchester....	10	*2.50	40	45

\*Extra dividend paid.

to liquidate the claims against the reciprocal. The Federal had about 3,000 policyholders in St. Louis and upwards of 10,000 elsewhere in Missouri.

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PLATE GLASS**

**LIFE  
GROUP LIFE  
ACCIDENT**

**BURGLARY  
HOLDUP  
INDEMNITY**



## OHIO—WEST VIRGINIA

(CONTINUED FROM PAGE 18)

Mr. Stredelman, a fire insurance agent, is subject to levy by the city of Cincinnati for occupational taxes.

Mr. Stredelman's contention is that he represents only foreign companies and that no Ohio concerns do business through his agency. The court of appeals held, however, that he hired agents, split or pro rated his business among several insurance firms, and that he was in an independent venture and subject, therefore, to city taxation. His companies are the County, Franklin, Mercantile, New York Underwriters and Springfield.

## Cleveland Board Meets Feb. 11

CLEVELAND, Jan. 21.—The annual meeting of the Insurance Board of Cleveland will be held Feb. 11. It will be a purely business affair preceded by a luncheon. New trustees will be elected to succeed the late P. W. Flicker and also W. E. Flickinger and C. O. Ransom whose terms expire. Some important amendments to the regulations will be presented.

## McGinn Appointment Pleases

Insurance men of Cincinnati are greatly pleased with the selection of John McGinn as deputy fire marshal for the Cincinnati district. Jack McGinn, as he is better known, was deputy fire marshal in Cincinnati when Vic Donahey was governor and recently has been employed in the arson division of the National Board. He is an appointee of State Fire Marshal Henry.

Fire Marshal F. G. Henry has appointed Bolon Barnhouse of Caldwell first deputy and R. C. Yencer, Columbus, second deputy. S. J. Patterson of Columbus was appointed chief investigator.

## Ohio Agency Changes

Recent changes in Ohio insurance agencies include: Arlington—Robert K. Lease Agency sold to E. G. Gobrecht. Cuyahoga Falls—C. F. Smith Agency sold to Wayne Agency Co. Dunkirk—W. H. Willeke Agency sold to J. O. Sharrick. Cincinnati—Magly & Peck Company dissolved. Agency now to be operated by A. N. Peck as sole owner. Ashland—W. E. Newell has become a partner in the Shafer Insurance Agency.

## West Virginia Losses

State Fire Marshal Stahlmann of West Virginia reports that the losses in the state in December were 61 percent less than the same period in 1929. The sound value of the property attacked was \$930,000 with an insured value of \$724,325. His office conducted 380 inspections and found 27 suspicious fires.

## Dayton's Fire Chief Honored

A testimonial dinner in honor of F. B. Ramby, chief of the Dayton, O., fire

## Insurance Lawyer



JOSEPH H. WOESTE

Joseph H. Woeste, a member of the city council under the city manager form of government in Cincinnati, is specializing in the practice of insurance law, since opening his law offices in the Atlas Bank building. Judge Woeste resigned from the bench to serve on the council and practice law. Prior to his service as a judge he was prosecuting attorney of Cincinnati, handling many cases involving liability of automobile owners, both civil and criminal, under the law. Recently Judge Woeste has handled several important insurance cases in various cities of Ohio. He is one of the best known citizens of Cincinnati and is personally acquainted with thousands of its citizens. Associated with him are a number of capable attorneys, including George Weller, Jr.

## Ohio Notes

George Gano, well known Cincinnati engineer, has resigned his connection with the W. A. Earls agency.

The W. A. Lorimer Insurance Agency Co., Zanesville, O., has been incorporated by W. A. Lorimer and others.

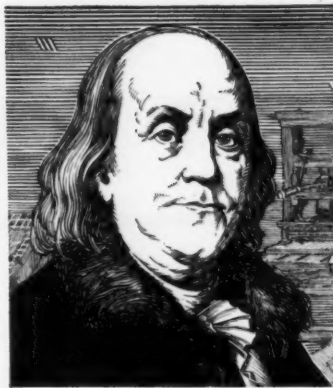
W. S. Winnard, for a number of years with the Ohio Inspection Bureau at Columbus, has joined the staff of the Fidelity Mutual Life there.

Fire caused a loss of \$100,000 in Elyria, O., this week, the principal sufferers being the Chealer Clothing Co., Lee Candy Co., Baker's Bakery and the Kelling feed store.

plan is to carry 70 percent insurance to value on brick buildings and 50 percent on frame.

Mr. Good said that the new insurance arrangement was prompted by a lengthy report and analysis of fire insurance coverage which was compiled by H. C. Wolff, as insurance counselor for the board, and the Indiana Inspection Bureau, of which E. M. Sellers is manager.

The business director informed the board that while the Indianapolis school buildings are valued at \$21,870,092, only \$5,000,000 fire insurance has been carried. Under the present program three



## Benjamin Franklin

the apostle of THRIFT said: "If you know how to spend less than you get, you have the philosopher's stone."

For several years the John Hancock has aided the progress of the general Thrift movement through its wide distribution of the John Hancock Home Budget, which is guiding many families toward an understanding of the true meaning of Thrift



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## CENTRAL WESTERN STATES

## Bigger Line on City Schools

## Three Times as Much Insurance for Indianapolis Institutions and Some Tornado Protection

Revision of insurance coverage on Indianapolis schools, whereby policies will be written to provide much more complete fire coverage and a measure of tornado protection, was announced in the report of A. B. Good, business director of the schools, at a meeting of the board of school commissioners. The

# a common purpose .....



THE good will of a company does not suffer under the general agency plan because the success of a general agent depends upon his keeping the good will of everyone in his territory not only for his agency but also for the companies he represents. The aim of a company and a general agency is the same, namely, to obtain desirable business that will assure a fair underwriting profit. Because of this common purpose and the fact that a general agency is the fundamental link between company and local agent the good will of all must be zealously guarded.

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## Index to American General Agency Service

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DETROIT  
BUFFALO  
RICHMOND

times that amount is to be carried at only twice the previous cost.

The policies are being issued through about 40 insurance agencies in the city. Tornado insurance, which has not been carried on any school property, will be added gradually.

### Plan for Valentine Dinner

Illinois Pond Blue Goose to Have  
Function Feb. 14—New Members  
Are Elected

Plans for the Valentine dinner-dance Feb. 14 of the Illinois pond Blue Goose were completed at a meeting in the Chicago Board auditorium Monday. J. T. Harding of the Millers National, M.L.G. of the pond, and P. J. V. McKian are the committee in charge. There will be community singing and a surprise program. The function will be held in the grand ballroom of the Hotel La Salle.

Two members were elected to the Illinois pond, S. M. La Rose, state agent American Central, Peoria, and I. M. Wettaher, superintendent western department Hartford. The pond also elected A. S. Jacobs, formerly state agent of the Queen in Illinois and later manager of the Cook county department of that company, but now retired for four years, an honorary member, subject to approval by the Grand Nest.

### Illinois Has Its Share of Bills with Insurance Angle

E. M. Ackerman, secretary of the Insurance Federation of Illinois, who is keeping his eye on the Illinois legislature in behalf of insurance interests, reports that a number of bills touching insurance are now in the hopper at Springfield.

Senator Charles Becker of Monroe Center is author of a compulsory automobile bill requiring applicants for automobile licenses to file an indemnity bond or insurance policy providing \$5,000/10,000 public liability limits.

Representative H. B. Gaines of Chicago is sponsoring an unemployment insurance bill and C. H. Thompson of Harrisburg is author of an old age pension bill. Representative R. I. Searle has introduced a bill similar to the financial responsibility bill sponsored by the American Automobile Association.

### Bartelt Again Quincy President

C. F. Bartelt has been reelected president of the Quincy, Ill., Board. McCullough Winters is made vice-president; V. G. Musselman, secretary. Mem-

bers elected on the executive board are W. J. McCrory, McCullough Winters, Kley Miller, Harry Hofer, G. F. Bartelt, Ted Koelsch and Mr. Musselman. The matter of asking the city council to establish a fee for brokers' license was discussed but no action was taken.

### Moore Moves to Indianapolis

Byron J. Moore, state agent of the Northwestern Fire & Marine and Twin City, has moved his offices from Chicago to Indianapolis and is again established in his old office, 1104 K. of P. building, in that city.

### Gnau & Co. Opens Office

DETROIT, Jan. 21.—Gnau & Co., the new agency formed in Detroit by G. J. Gnau, former president of the Detroit Insurance Agency, and H. W. Gnau, his son, former assistant secretary of the Detroit agency, opened its office at 2156 Penobscot building last week with a complete staff of engineers, analysts and account representatives.

Gnau & Co. has been appointed general agent for the Alliance Casualty and for the mechanical lines of the Ocean Casualty. It will also represent the Central Fire of Baltimore, Commercial Union, Sun, Security and probably one more fire company.

### Van Wagoner Pontiac President

The Pontiac, Mich., Association of Insurance Agents has elected J. L. Van Wagoner president. The other new officers are: C. A. Sparks, vice-president, and George Whitfield, secretary-treasurer. The executive committee is composed of H. M. Thatcher, Earl Russell and Daniel Lazell.

### Honor Ewald at Kalamazoo

W. R. Ewald, newly appointed special agent for the Detroit Fire & Marine for Wayne county, Mich., was the guest of honor at a luncheon given by the members of the Kalamazoo Association of Insurance Agents. The agents presented him with a fine leather golf bag in appreciation of his work as inspector in charge of the Kalamazoo branch of the Michigan Inspection Bureau, which position he resigned to join the Detroit F. & M.

### Small Fire in Michigan Capitol

LANSING, MICH., Jan. 21.—Fire Monday endangered the Michigan capitol but was checked with a loss of only about \$10,000. The building is located virtually in the heart of the city and the alarm, which was not sounded until one corridor on the basement floor was a mass of flames, brought out five fire



companies, which checked the progress of the blaze almost immediately. The prompt action of the department also minimized the smoke and water loss as precautionary measures were instantly taken.

Had the elevator not been on the ground floor, partly blocking the open elevator shaft, the loss would undoubtedly have been much greater, as the upper floors would have been reached by the flames. The old building, erected in 1872, violates almost every present fire regulation but its near-fireproof construction has probably saved it from destruction on several occasions. It was indicated that one bad feature will be remedied through enclosing the elevator shaft. The loss will be met from the state fire funds which contain about \$276,000.

### Will Inspect Kalamazoo

DETROIT, Jan. 21.—Plans for an inspection of Kalamazoo Feb. 19 were outlined at a meeting here of the executive committee of the Michigan Fire Prevention Association. R. E. Vernor, Western Actuarial Bureau, Chicago, addressed the committee. Both Mr. Vernor and H. K. Rogers will speak in Kalamazoo.

R. N. Menzies, chairman of the committee on arrangements for inspections, reported that considerable progress has been made in lining up other town inspections.

### Merger Causes No Change

The merger of the Globe and Sylva under the name of the former will not change the status of field representation in Indiana and Illinois. Ross

Ziegner will continue as special agent for both states.

### Michigan Notes

**Walton Associates**, Book building, Detroit, has been incorporated by W. F. Merrill, A. B. Walter and F. B. Newton, and **Bruce & Gaspard**, 1241 Free Press building, Detroit, by H. M. Gaspard, Kathleen M. Bruce and Mae L. Gaspard.

**F. C. Underhill**, one of the best known agents in Battle Creek, Mich., has sold his agency to John Conroy, who has offices in the City Bank building. Mr. Underhill was formerly a partner in the firm of Underhill & Hinderliter, which was dissolved a year ago.

**Stanley Gorek**, who represented himself as an insurance collector and collected premiums unlawfully, was sentenced to serve 60 days in jail in Hamtramck, Mich., Jan. 15. Gorek had finished an 85-day sentence for the same offense but three days previously.

### Indiana Notes

**Lee Ditty**, justice of the peace of Bremen, Ind., and insurance agent of that city, died recently.

**W. C. Bade**, formerly manager of the Lincoln National at Fort Wayne, Ind., has opened a local agency with temporary office at 937 High street, Fort Wayne.

**Bryson, Healy & Bryson** is a new local agency at 805 Lemcke building, Indianapolis. R. H. Bryson, postmaster of Indianapolis, and his son are members of the firm.

The insurance department of the Marion Title & Loan Company has consolidated with **Kleder & Thompson**, Marion, Ind. Carl Miller, who has been in charge of the business of the Marion Title, remains with the merged organization.

## STATES OF THE NORTHWEST

### Talk Legislation, Commissions

#### Many Important Matters Are Taken Up at Dinner Meeting Held by Milwaukee Board

MILWAUKEE, Jan. 21.—A lively discussion on expected insurance legislation was featured at the dinner meeting of the Milwaukee Board. Speakers included B. A. Lehnberg, chairman of the board's legislative committee; F. J. Lewis, president of the Wisconsin Association of Insurance Agents and the Wisconsin Insurance Federation, and W. W. Belson, secretary of the federation.

Reference was made at the meeting to the board's rule providing that the maximum commissions payable to solicitors shall be 15-20-25 percent, according to the 1914 commission classification. It was also pointed out that if agents subscribe to the Jan. 1, 1931, commission scale, and any contingent contract, it will not be permissible to allow any contingent to a solicitor. Furthermore, on certain classes, such as mercantile buildings and mercantile stocks, a policy-writing agent will retain a minimum of 10 percent on solicitor business.

The annual patrol meeting was held following the dinner. It was decided to continue the patrol for the ensuing year and that the expense be not to exceed \$75,000, with an assessment of 2 percent on 1930 premiums.

C. W. George, succeeding to the business of B. A. Morgan, was elected to membership in the board. Arrangements for the meeting were in charge of J. C. Brown of Dick & Reuteman, C. W. Ackley of the Hilbert & Baerwald Company and Paul Kubicek of Kramer & Kubicek.

### Recommends Reciprocity Repeal

MADISON, WIS., Jan. 21.—A direct recommendation for the repeal of the reciprocity clause of the Wisconsin tax law is made by Governor LaFollette

in his message to the legislature. He says:

"The interim committee on fire insurance has recommended that the reciprocal clause as it affects fire insurance companies should be repealed. According to the insurance department, this repeal will increase the revenues to the state by \$250,000 annually. The legislature should act promptly to effect this repeal so that the property taxpayer may be benefited as soon as possible."

### Harney Locates in Fargo

Mr. and Mrs. R. J. Harney and family have gone from Aberdeen to Fargo to make their home. Mr. Harney succeeds J. N. Thompson as state agent for the Liverpool & London & Globe. He was associated with the company for several years in Aberdeen as farm supervisor for the two Dakotas. Mr. Thompson is called to the head office in New York.

### Wants Less Reinsurance

BISMARCK, N. D., Jan. 21.—Commissioner Olsness will urge the North Dakota legislature to revise the state fire insurance law to permit the fire insurance fund to carry more risks without reinsurance. Mr. Olsness says the fire insurance fund during its 11 years of operation has paid out \$736,000 in reinsurance premiums. At the same time it has collected \$723,000 from the insurance companies.

### Wisconsin Report Ready Soon

MADISON, WIS., Jan. 21.—A complete report on the fire insurance situation in Wisconsin will be made by the interim fire insurance committee of the Wisconsin legislature within the next ten days, Assemblyman Carlton William Mauthe of Fond du Lac announced Monday.

"This report will be very exhaustive and will analyze the fire insurance situation in Wisconsin in detail," declared Mr. Mauthe. "So far all of the members of the committee have been free to look up their requirements and we expect to (CONTINUED ON NEXT PAGE)"

## Repeal of Badger Rating Law Urged

(CONTINUED FROM PAGE 5)

ment the bureau may recognize; the manufacturers who subscribe to the laboratories pay for approval of their equipment and the Wisconsin Inspection Bureau then gives extra credit to policyholders using this equipment.

### Wisconsin Ignored

"That the managing committee of the Wisconsin Inspection Bureau held no meetings for years; recent changes in the rule book have come from the Western Actuarial Bureau at Chicago, and the two Wisconsin members of the managing committee of the Wisconsin Inspection Bureau were not even consulted."

"That the state, under the present law, has no voice in rate making, but by law encourages monopolistic foreign dictation, foreign control and foreign price fixing in Wisconsin."

Placing the burden of proof on the companies in all matters arising as to justness of rate or charges of discrimination is one of the more important of the committee's recommendations.

The committee would require that all companies operating in Wisconsin should file a schedule of basic rates, charge and credits on each class of fire risks in accordance with requirements of the insurance commissioner as reasonable and calculated to maintain the financial stability of the fire insurance business in Wisconsin.

### Public Hearing on Rates

No changes in rates or rules should be effective until 30 days after filing with the further proviso that upon his own motion, if he desires, or upon the demand of any interested person, the commissioner shall call a public hearing upon the rates or rules proposed, in which event the rates or rules should not become effective until 60 days after filing, the committee recommends.

Inspection bureaus should be allowed to organize, the committee suggests, but such bureaus should have their offices in Wisconsin.

## Brownlee Heads Suburban Group

(CONTINUED FROM PAGE 4)

Albert Dodge, Buffalo, chairman of the executive committee of the state association and a former president of the New York body, reviewed the compensation rate situation, particularly the question of graded commissions.

T. C. Moffatt of Newark, N. J., former National association president, predicted that the depression would result in the elimination of some of the surplus agents in the business and urged that because of the "overproduction of producers," many of whom are getting top commissions for the smallest amount of service, associations should purge their memberships of those who are not fit to be agents so that these bodies may go to the companies with clean hands to ask that what the associations consider to be inequities in the payment of commissions should be rectified.

### Hollerith Speaks

Wellington Potter of Rochester gave some specific ways in which agents could by the use of their organized purchasing power in the home and in business compete with assessment companies by showing their loyalty in buying products made by concerns who patronized stock insurance companies.

J. P. Hollerith, secretary North British & Mercantile, enumerated a number of profitable specialty lines for the consideration of agents as well as describing the scope of inland marine coverage.

F. L. Gardner, Poughkeepsie, N. Y., talked on the subject of "Mortgage Institutions and Mortgage Interests."

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E. C. FRENCH, Vice President

## News of States in the Northwest

(CONT'D FROM PRECEDING PAGE)

have the entire report ready for submission in the next week."

### Minneapolis Seeks Lower Rates

MINNEAPOLIS, Jan. 21.—The city council fire department committee has voted to request the National Board to survey Minneapolis with a view of reducing fire insurance rates. It has been estimated that if the city can be elevated from class 3 to class 2, premiums will be reduced \$175,000 annually.

### Phillips Addresses Club

J. H. Phillips, secretary-actuary of the Minnesota compensation insurance board addressed the Insurance Club of Minneapolis at its luncheon meeting this week. He explained the creation and function of the compensation insurance board.

### Minnesota Farm Mutuals Elect

ST. PAUL, Jan. 21.—John Frisch, Rollingstone, was elected president of the State Association of Farmers Mutual Insurance Companies at the annual meeting here. A. R. Hammergren, Harris, is vice-president; A. E. Anderson, Cottonwood, secretary, and J. B. Thompson, Carlton, treasurer.

The administration of Commissioner Garfield Brown was indorsed by the association.

### Inspection Bureau's Report

MINNEAPOLIS, Jan. 21.—Last year the General Inspection Bureau inspected 323 towns in Minnesota and the two Dakotas, Manager C. J. Lund reports. This represents an increase of 49 over 1929. There were 189 inspections in Minnesota, 63 in North Dakota and 71 in South Dakota, while 2,250 towns and cities in the three states have been rated by the bureau.

### Dakota Notes

Mrs. L. G. Spies, wife of the special agent of the North America in South Dakota, suffered a fracture of a small bone in her leg when she slipped on the icy sidewalk.

Mr. and Mrs. R. D. Warner, Fargo, have gone to eastern points on a com-

## Named Councillor



R. M. THOMPSON

R. M. Thompson, Minneapolis, has been named as Minnesota's representative to the newly created national council of the National Association of Insurance Agents.

lined business and pleasure trip, visiting in St. Paul, Chicago, Philadelphia and New York.

Frank Henning, Lakota, N. D., is held on a charge of causing a fire with intent to defraud an insurance company. Complaint was brought by Frank Barnes, Bismarck, state deputy fire marshal.

The Baker Insurance Agency, Fargo, N. D., is observing its 50th anniversary. Thomas Baker, Jr., came from Barton, R. T. Baker, son of the founder, is general manager.

### Wisconsin Notes

The Downie Agency, Merrill, Wis., has been incorporated by W. E. Wittmann, M. D. Wittmann and M. Downie.

The Sidney E. Nelson Agency, Racine, Wis., has been incorporated by S. E. Nelson, L. Nelson and H. Cerny.

John Dittberner, leather and harness dealer at Oconomowoc, Wis., pleaded guilty to arson there and was sentenced to two to four years in the penitentiary. Dittberner had insured his \$10,000 stock for \$20,000 and had chattel mortgages aggregating \$6,200 on fixtures.

ery at a sum much less than the amount of the agreed loss and which apportioned the reduced amount of recovery in such a way that the defendants' share was \$9,427.53 less than the amount due. The adjuster prepared proofs of loss exemplifying his apportionment and sent them to the assured. The assured complained to the adjuster regarding the calculation but he signed the prepared proofs. The two reciprocals made payment accordingly. The plaintiff signed receipts acknowledging full payment and compromised settlements of its claim.

### Settlement Could Be Impeached

The lower court found that the adjuster's dispute with the plaintiff was not an honest one but was based on mere pretense to exact inequitable and oppressive terms of settlement. In the circumstances, the court declares the assured was not precluded from impeaching the settlement for lack of consideration. The lower court found the settlement was the result of mutual mistake of fact regarding subjects stated in the findings. The supreme court stated that these findings are conclusive on it. It declares that the matters urged as estopping the assured from impeaching the settlement are without merit.

### Clark to Succeed Yenter

DES MOINES, Jan. 21.—Although not officially announced, it is understood that State Senator E. W. Clark of Mason City is to be appointed insurance commissioner by Governor Turner to succeed Ray Yenter, whose term expires July 1.

Senator Clark is in the real estate, loan and insurance business in Mason City. He was a banker for 25 years, and served six years as clerk of the district court of Cerro Gordo county. Both Governor Turner and Senator Clark were members of the 51st Iowa regiment in the Spanish-American war. Senator Clark also served 20 months in the world war, holding a commission as captain in France. He is now serving at his last session as a member of the state senate.

### Going Opens General Agency

J. W. Going, well known insurance man, who was formerly secretary and manager of the old Shawnee Fire of Topeka, has opened the West American General Agency in the Central building at Topeka. Mr. Going states that it will act as general agent in Kansas and Oklahoma for four companies.

### Kelly Executive Vice-President

WICHITA, KAN., Jan. 21.—J. C. Kelly has been elected executive vice-president of the Wheeler Kelly Hagny Trust Company of Wichita. L. O. Steenrod was named a vice-president. Mr. Kelly and H. V. Wheeler, president, recently disposed of their holdings in the Fourth National Bank of Wichita and will devote all of their time to the trust company which maintains one of the largest insurance departments in the middle west. Mr. Wheeler was chairman of the board of the Fourth National Bank. F. H. Reed of the insurance department, for years Hartford state agent in Kansas, was elected assistant treasurer.

### Kansas Committee Named

President C. K. Foote, of the Kansas Association of Insurance Agents has announced his committees. S. H. Reynolds of Kansas City, vice-president, heads the executive committee as chairman. The other members are: Mr. Foote; Bert Mitchner, Hutchinson; Wade Patton, Hutchinson; Holmes Meade, Topeka; R. H. Cravens, Salina; B. H. Northcott, Jr., Newton, and Ray Ghormley, Hutchinson.

The following committee chairmen were named: Membership, E. D. Kelly, Leavenworth; fire prevention and safety, Frank Priest, Wichita; Kansas Insur-

## Again Chairman



HOLMES MEADE, Topeka, Kan.

Holmes Meade, president of the Meade Investment Company and one of the leading local agents at Topeka, Kan., has again been elected chairman of the insurance committee of the Kansas house of representatives. Mr. Meade is an active man in many ways. J. M. Rhodes of Frankfort is vice-chairman. Mr. Meade is vice-chairman of the public utilities committee and has membership on other important committees.

ance Day, Bert Mitchner, Hutchinson; public relation, L. B. Brown, Wichita, and legislative, Holmes Meade, Topeka.

### Landers Discusses Marine Lines

WICHITA, KAN., Jan. 21.—W. E. Landers, Northwestern Fire & Marine, read a paper before the Central Kansas Field Men's Club meeting here this week on "Marine Insurance." W. H. Moore, Western Adjustment, has been appointed secretary to take the place of W. H. Tharp, Kansas Underwriters, who has been transferred to Kansas City. The annual dinner-bridge was announced for Feb. 14.

### J. M. Shirk Buys Agency

J. M. Shirk, for six years associated with the Sentinel Life and Employers Reinsurance, has purchased the Kansas City general agency of the Sentinel Life from his brother, R. B. Shirk, who will join the Missouri Insurance Securities Corporation. He will incorporate the agency, probably under the name of the Inland Insurance Agency, with offices in the Insurance building, and will add casualty and fire lines.

### Lincoln Schools Covered

LINCOLN, NEB., Jan. 21.—The school board has voted to place \$747,000 of fire and \$426,000 of tornado insurance on buildings. The First Trust Company agency is handling the business. Not all of the buildings will be covered by fire policies, but tornado contracts will be issued on the 35 structures. The policies will be written on the three-year basis, with a third of the premiums, amounting annually to \$3,420, becoming due each year.

### Would Abolish Fire Marshal

DES MOINES, Jan. 21.—In his message to the legislature Governor Hamill recommended the abolishment of the office of state fire marshal and the transfer of its present duties to the bu-

## IN THE MISSOURI VALLEY

### Limit of Liability Issue

#### Kansas Supreme Court Interprets Operation of Coinsurance and Pro Rata Distribution Clauses

The Kansas supreme court has handed down a decision in Dolan Mercantile Company vs. Wholesale Grocery Subscribers, et al. The assured had its merchandise in 18 companies and reciprocals. Of the amount \$100,000 represented two policies issued by the reciprocals, one for \$60,000 and one for \$40,000. In the adjustment it was agreed that the sound value was \$289,279.93 and the loss \$176,836.65. All policies contained an 80 percent coinsurance clause. The court held that judgment against the Wholesale Grocery Subscribers and Warner Reciprocal Insurers for a share of the agreed loss in the ratio the amount of their policies bore to the total amount of insurance did not exceed the limit of liability. The coinsurance clause provided that if the policy be divided into two or more items, the limitation of liability should apply to each

item separately. The court says that since the policies were not divided, the policies controlled in determining liability and the provision of the coinsurance clause was not invocable in determining liability of the reciprocal.

Fourteen policies including the two reciprocals contained an average clause. Four contained no average or pro rata distribution clause. The court concludes that this clause in the 14 policies had no application in determining the liability and omission of the clause from the four policies was not a factor to be considered in determining liability. In adjusting the loss, the adjusters made separate schedules of sound value and amount of loss respecting contents of building divided into two sections, one on lots 112-114 and the other on lots 116-118. In apportioning the loss among the companies the court concludes that there was no basis for application of the so-called Connecticut or gradual reduction rule which relates to apportionment of loss when insurance is part blanket and part specific.

The adjuster for the two reciprocals sued made a computation which fixed the total amount of the assured's recov-



rean of investigation. He stated that "it is not necessary to have a separate and distinct department. Investigators under the direction of the chief of the bureau of investigation would be adequate and eliminate an unnecessary department. There is no reason why this department should not be consolidated under the department charged with the enforcement of law."

### Towl Plans "Mosquito" Fleet

OMAHA, Jan. 21.—Plans of Fire Commissioner Towl to supplement Omaha's fire-fighting equipment with a fleet of "mosquito" fire trucks, which he claims would cut fire fighting cost in half, was discussed at a meeting of the heads of the department with the commissioner. Mr. Towl plans to add 15 to 20 flivver fire truck engines to the department. He believes they would serve efficiently to answer 85 percent of the calls. He says it is "silly" to send out \$75,000 worth of "big Bertha" fire-fighting equipment to extinguish a small awning blaze.

### Blue Goose Hears Banker

DES MOINES, Jan. 21.—At the Monday luncheon of the Blue Goose W. H. Brenton, newly elected president of the Iowa-Des Moines National Bank, the largest in Iowa, spoke on group banking. He showed the difference between group banking and chain banking, with the advantage largely in favor of the former.

Most Loyal Gander Brake announced that the Iowa pond has been invited to participate in the annual banquet and ball of the Nebraska Blue Goose at Lincoln the middle of February. The Iowa pond's annual banquet and ball will be held here Jan. 24.

### Furgason Heads Fire Patrol

KANSAS CITY, MO., Jan. 21.—At the annual meeting of the Kansas City Insurance Agents Association, Frank Furgason of Furgason & Page was elected head of the Underwriters Fire Patrol, succeeding Cliff C. Jones of R. B. Jones & Sons, who became vice-president. Others elected were F. V. Griffith, treasurer, and B. J. Fradenburg, secretary. Reynolds Barnum and J. B. Wallace were elected directors.

### Jones Heads Town Mutual

B. Rees Jones of Des Moines has been elected president of the Town Mutual Dwelling, succeeding F. E. Gordon, who becomes chairman of the board. Mr. Jones for 15 years was secretary of the company. He will continue to serve as its manager. F. H. Dirst of Hampton was elected secretary and L. T. Jones, assistant secretary.

### Cat's Meow Elects

ST. LOUIS, Jan. 21.—Homer Schroeder, office manager for L. W. Harlow & Co., has been elected most powerful meow of the St. Louis Court of Cats Meow. Other officers of the court named are: Most sagacious recorder of meows, Robert Sellers; most faithful keeper of the catnip, Joseph Lawrence; outside keeper of the watch, Harold

Opfer, and inside keeper of the watch, George Bollwerk. New directors are Thomas Kingsley and John J. O'Toole.

### Missouri Notes

H. A. Hedges, Kansas City, Mo., general agent for the Equitable of Iowa and president of the Kansas City Life Underwriters Association, spoke to the Topeka, Kan., chamber of commerce this week on "Life Insurance as Thrift."

Miss Mary Louise Bright, daughter of L. E. Bright of the Lawton-Byrne-Bruner Agency, St. Louis, was married to W. R. Miner, city editor of the St. Louis "Star."

W. E. Reasor, Wellston, Mo., local agent, has been elected president of the Wellston chamber of commerce for 1931.

G. M. Hamilton, for a number of years with W. H. Markham & Co., St. Louis, has joined Hoffman Son & Co., becoming vice-president of that agency.

Robert Stewart, Sr., of R. B. Jones & Sons, Kansas City, returned Saturday from California, where he has spent a part of the past three months, taking a much needed rest.

### Iowa Notes

M. A. Hynden has purchased the interest of G. W. Blair in the Blair-Hynden Agency, Lamoni, Ia.

The Iowa Blue Goose will hold its annual banquet and ball Jan. 24 at Des Moines.

J. N. Eddy, Osceola, Ia., has purchased the expiration list of the A. F. Smith Company, Council Bluffs, Ia., recently bankrupt. Mr. Eddy plans to operate his agency in Council Bluffs.

L. N. Hahn, for 20 years a prominent local agent at Keokuk, Ia., despondent over his continued ill health, committed suicide there last week.

S. D. Hoyne of Albia, Ia., has purchased the insurance agency of the late J. D. Devereaux, Albia. The agency will in the future be called the Hoyne Insurance Agency.

Cedar Rapids has had three major fires in recent weeks, the last being the destruction of the Orr Brothers hardware store. Loss of stock and building is placed at \$100,000. The stock was valued at \$65,000 and was largely covered by insurance.

### Kansas Notes

W. F. Grosser, well known Salina, Kan., local agent, who was shot in a dispute over a loan, is recovering from his injuries.

J. A. Middlekauff, local agent at Douglas, Kan., and for 25 years cashier of the State Bank of Douglas, died last week.

F. E. Storer, local agent at Peru, Kan., and cashier of the Peru State Bank, was shot through the shoulder when two bandits held up the institution recently, escaping with some \$4,000.

## Hotel Hollenden

Theo. DeWitt, Vice Pres and Gen. Mgr.  
**CLEVELAND**

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**Revised Rates**



Following the trend of the times, Cleveland's leading hotel announce the following changes in room rates - effective immediately

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\$400 ROOMS  
NOW \$350  
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## STATES OF THE SOUTHWEST

### Michigan F. & M. Is Planted

With Cuningham & Newell, Little Rock—Reinsures Arkansas Liability of Three Dallas Companies

The Cuningham & Newell Co. general agency of Little Rock, has been appointed Arkansas general agent for the Michigan Fire & Marine. The Arkansas business of the Trinity of Dallas, and the automobile business of the Trinity's running mates, the Universal Casualty and the Universal Automobile will be reinsured in the Michigan Fire & Marine. All of the automobile business of these companies except the public liability will be reinsured. Arrangements for this representation were completed by C. E. Varley, assistant western manager of the Springfield Fire & Marine,

with which company the Michigan Fire & Marine is affiliated.

### Malcolm Cravens Admitted

Malcolm Cravens, son of James Cravens of Cravens, Dargan & Co., Houston, Tex., has been made a member of the general agency. This general agency now has what is probably the largest territory of any in this country, stretching from the Arctic Circle to below the Tropic of Cancer.

### Honor Old-Timer, Bride

HOUSTON, TEX., Jan. 21.—A dinner dance was given by the Houston puddle of the South Texas Blue Goose, honoring Mr. and Mrs. W. E. Horton, Jr., and Mr. and Mrs. Henry George. Mr. George, one of the old-timers in Texas, is moving to Dallas, where he will serve the North America as staff



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adjuster. He will observe his 27th anniversary in the Texas field Feb. 1.

Mr. and Mrs. Horton were married only a few days ago. Mr. Horton has been special agent for the Hartford Fire for about ten years.

### Brilliant Made Partner

DALLAS, TEX., Jan. 21.—A. I. Brill has been made a member of the firm of I. Reinhardt & Son, general agents at Dallas. J. S. Lander and C. R. Tucker took active charge of the office when it took over the Federal agency a year ago. The agency was established in 1888.

### Another Oil Scare

Interest in the oil well hazard in Oklahoma City was revived again this week when the No. 1 Wepaco well of T. B. Slick Corporation blew out and sprayed oil over the southeastern section of the city. The well is located half a mile from the city hall and was a large gusher when brought in last year. It had an estimated oil flow of 50,000 barrels daily. The blowout occurred when

operators attempted to connect the well for production.

### Texas Field Men Resign

Special Agent John Thompson, of the Western National, with headquarters in Corpus Christi, has resigned. F. H. Bagby, Jr., special agent of the W. L. Moody group for northeast Texas, with headquarters in Fort Worth, has also resigned. Successors have not been announced in either case.

### Jones Succeeds O'Neal

OKLAHOMA CITY, Jan. 21.—Governor Murray appointed J. T. Jones, Oklahoma City, to succeed C. R. O'Neal as state fire marshal. Mr. Jones took over the office Monday.

### Texas Notes

W. B. Goddard, manager of the Southwestern Insurance Agency, San Antonio, Tex., is now associated with the Fenstermaker-Goddard Agency.

Sam Aston has opened an insurance agency at Falmersville, Tex., in connection with the Aston Cotton Company. He is located in the Worden building.

accommodations are not easy to secure at that time.

### North Carolina Insurance Department Merger Urged

Creation of a single department to supervise banks, insurance companies, building and loan associations and to administer the blue sky law is recommended for North Carolina in a report prepared by the Institute for Government Research of the Brookings Institution of Washington, D. C. The department, according to the recommendation, would be headed by a commissioner appointed by the governor with the consent of the state senate.

The report furthermore stated that the insurance laws of North Carolina "are badly in need of revision." Recommendation was that the insurance laws be amended to bring them more in line with the insurance laws of New York State.

Recommendation was made that a study be undertaken to ascertain whether it would be advantageous to inaugurate a state insurance fund for public property. "That study," the report declared, "should show the premiums paid by the state over a period of years and the damages collected over the same period. It should show the premiums paid by counties on school buildings and other public property and the damages collected."

### Plan Louisiana Fire College

BATON ROUGE, LA., Jan. 21.—The first session of the new Louisiana state firemen's college, sponsored by the Louisiana Firemen's Association, will be held here April 13-18. The college was established under an act of the legislature, with an appropriation of about \$12,000, to give intensive practical training to firemen in the state. Instruction will be given by representatives of the National Board, state fire marshal's office, Louisiana Rating & Fire Prevention Bureau, United States Bureau of Mines, Louisiana insurance commission, Louisiana State University, and the larger fire departments of the state.

### To Launch Cuban Life

RICHMOND, VA., Jan. 21.—C. M. Ortega, head of the Richmond local agency of Ortega, Robins & Race, is leaving for Havana, Cuba, to launch the Cuban Life which was recently organized with himself as president. He plans to start business soon after he reaches Havana. He will be accompanied on the trip by Hughes Ware, assistant secretary-treasurer. Mr. Ware is secretary-treasurer of the Mutual of Richmond. Interests affiliated with this company are also backing the Cuban Life which will concentrate on industrial business.

The company will be known in Havana as La Vida Cubana Cia de Seguros, this being the Spanish name for the Cuban Life Insurance Company. It will start off with paid in capital of \$60,000 but has authorized maximum capital under its charter of \$1,000,000.

### Mobile Board Elects

MOBILE, ALA., Jan. 21.—W. W. Croom was reelected president of the Mobile Board at the annual meeting. Peyton Norville and J. F. Bullock were reelected vice-president and secretary-treasurer respectively. The grievance committee for the next year will consist of Joseph Doyle, D. S. M. Unger and N. L. Vickers. The sympathy of the board was extended to the Norville brothers in the recent death of their father, Capt. T. P. Norville.

### Rate Body Proposed

NASHVILLE, TENN., Jan. 21.—A bill has been introduced in the Tennessee legislature which would create a new commission of three members to fix all fire insurance rates. At present the Tennessee Inspection Bureau, representing insurance companies of the state, fixes rates and there is no official control by the state.

### Emery & Kaufman Formed

NEW ORLEANS, Jan. 21.—The Emery & Kaufman insurance agency has been formed by R. L. Emery, formerly of Emery & Norton, and H. S. Kaufman, who formerly operated his own agency. The Kaufman agency occupies its own building at 314 Camp street, and the new agency will occupy the same quarters. The official line-up of the new agency is: R. L. Emery, president; H. S. Kaufman and O. J. Mayer, vice-presidents; R. L. Emery, Jr., secretary; H. S. Kaufman, Jr., treasurer. Emery & Norton has been dissolved.

### Virginia Field Men Meet

NORFOLK, VA., Jan. 21.—Because the fall is the busiest time for special agents the Fire Insurance Field Club of Virginia will hereafter hold its annual meetings in April instead of October. This was decided at the quarterly meeting of the club here last week. The next meeting will be the annual meeting and will be held April 9 at Staunton.

A new plan in regard to collection of balances and reporting delinquent agencies was adopted at the Norfolk meeting. The details of it will be announced later, according to T. H. DeGraffenreid, president. The satisfactory way in which the Virginia agencies came across with their balances the past year was a subject of much favorable comment. Collections totaled more than 95 percent despite adverse business conditions.

### Demand for Riot Cover

DANVILLE, VA., Jan. 21.—Property damage resulting from bomb explosions in this vicinity since the strike at the cotton mills here began several months ago has stimulated the sale of riot and civil commotion insurance, the amount written reported to be in excess of a million dollars.

### Storm Opens Office

T. M. Storm, formerly assistant division manager at Memphis, Tenn., for United States Fidelity & Guaranty and for 13 years insurance department manager for S. M. Williamson & Co., has opened a general agency in the Shrine building in that city for the Fidelity & Guaranty Fire and Hartford Steam Boiler.

### Opens Bowling Green Office

J. H. Harrison, independent adjuster at Louisville, has opened a branch office at Bowling Green to look after losses in western Kentucky and part of south central Kentucky. C. T. Bass, formerly with the North America and later handling adjustments for the Home and other companies, will be in charge. This office will also handle losses in the Springfield and Clarksville, Tenn., section.

### Virginia Notes

Richmond's fire loss for 1930 was less than half that for 1929, according to the report of Fire Chief Joynes. Property loss for the year was estimated at \$152,592, compared with \$368,149 in 1929.

Fire which destroyed the high school building at Gretna, Va., last week resulted in loss estimated at \$110,000, practically all covered by insurance.

Miss Mabel S. Straus, daughter of I. J. Straus, president of the Insurance Exchange of Richmond, was married last week to Horace Heilstein of that city.

I. L. Arrington, who was sole agent at Richmond for the Home of New York for 30 years, committed suicide last week. He suffered a nervous breakdown a year ago. He sold his agency last spring to Tabb, Brockenbrough & Ragland.

E. C. Knoop, state agent in Kentucky for the Aetna, is off the road for a few days as a result of having been drafted for jury service.

## IN THE SOUTHERN STATES

### Florida Leaders in Session

Progress in Organization of State Reported at Tampa Meeting—Legislation Discussed

TAMPA, FLA., Jan. 21.—Tampa was host to officers, directors and other leaders of the Florida Local Underwriters Association Friday. A business meeting was held in the afternoon, followed by a dinner in the evening. Quinlan Adams of Orlando presided at the first and Marion Prince, president of the Tampa local board, was host to the second.

Others present were: Vice-presidents J. P. Welch, St. Petersburg, and Raymond W. Butler, Miami; Secretary C. S. Hoag, Orlando, and Assistant Secretary Howard Dykeman, Gainesville; Directors Cliff Payne, Jacksonville; O. M. Stallings, Tampa; Finley Cannon, Gainesville, Payne Midyette, Tallahassee; Donald McDonald, Winter Haven; Frank Booth, Clearwater.

### New Board Organized

Reports were made of the organization of a strong board at Daytona Beach by W. H. Freeman, Jr., of that city, a brother of Earl Freeman, past president, of the state association and president of the fourth regional district. In addition to other activities the Daytona Beach agents will join in with the advertising campaign of the National Board. At a meeting in Daytona Beach a few days ago Mrs. Edna Giles Fuller, a member of the legislature, was principal speaker.

O. W. Shelton of Bradenton has been asked to organize a board for that city and its neighbor, Sarasota, and will do so. Vice-president Butler will get his Miami forces lined up by the time of the state convention at Orlando March 26-27. Frank Booth of Clearwater who is the chairman of the insurance committee of the lower house of the Florida legislature, says that already he has seen two bills for workmen's compensation and expects to see others.

President Adams is cheerful about the future of the association and the agency business. "We are building up the agency membership and getting some good boards going in important sections," he said. "I am confident that with the help of the Freemans at Daytona, D. B. Cole at West Palm Beach and Mr. Butler, we can get the larger communities of the east coast in fine shape by the state meeting. With Mr. Butler in the family we are sure to have a working board at Miami."

### New Orleans Agents Elect

J. E. Hassinger Chosen President of Exchange at Annual Meeting—Membership at High Point

NEW ORLEANS, Jan. 21.—J. E. Hassinger of Gregory-Hassinger was elected president of the New Orleans Insurance Exchange at the annual meeting, succeeding Bryan Bell, president for two years. Other officers elected were: Vice-president, C. P. Gould, G. S. Kausler, Ltd.; secretary, L. F. Braud, P. F. Pecud, Inc.; treasurer, Auguste Coiron, Janvier & Co.; directors, John X. Wegmann, Lafayette Fire; Bryan Bell, L. M. Cohen, Gus Craig, R. L. Emery, Jr., and Leon Irwin, Jr.

### Bell Gives His Report

Mr. Bell in his annual report reviewed the service rendered by the exchange both to the insurance business as a whole and to the agents of New Orleans, and declared that the past year the membership of the exchange attained a goal of 100 percent of the qualified agents of the city. The active membership at the close of 1930 was 90, compared to 86 at the close of 1929. The associate membership showed a slight decline. L. M. Cohen is chairman of the membership committee.

### Kentucky Field Club Will Hold Its Meeting in May

LOUISVILLE, Jan. 21.—The Kentucky Fire Underwriters Association for a number of years has held its summer meetings in mid-June, generally at Crab Orchard Springs, but the meeting this year will be held in May, the governing committee having suggested the week of May 10, under a plan for spreading field meetings through April, May, June and July, and suggesting dates, to avoid conflict of meetings and make it possible to secure desired speakers to better advantage. The Kentucky association's committee on arrangements is composed of A. I. MacPherson, St. Paul, chairman; George Frank, Aetna; W. B. Triplett, Royal and Queen, and H. W. Robertson, Hanover.

As Crab Orchard Springs does not open until June, it will be necessary to arrange a meeting place elsewhere. In view of the fact that the Kentucky Derby will be run in Louisville May 16, it is possible that the meeting may be arranged for this city, although hotel



## ON THE PACIFIC COAST

### Companies Figures Are Given

**Home Leads in San Francisco Fire Premiums, Reports to Fire Patrol Indicate**

SAN FRANCISCO, Jan. 21.—While total figures are not complete on fire premiums written in San Francisco and reported to the Underwriters Fire Patrol for the last six months of 1930, indications are they will run approximately \$500,000 less than for the same period of 1929. Much of the decrease is accounted for by reductions in rates averaging 25 percent, while the premium decrease will average about 15 percent.

#### L. & L. & G. Is Second

The Home of New York continues to lead all companies with \$86,253 premiums for the period, compared with \$107,215 in 1929; the Liverpool & London & Globe second with \$81,226, compared to \$98,474; Aetna of Hartford third with \$75,013 against \$100,275 in the last half of 1929. The Fireman's Fund moves to fourth with \$74,134; the U. S. Fire fifth with \$68,643 against \$102,010 in 1929. Of the 15 leading companies for the entire year, only three show gains compared with 1929, the Firemen's of Newark, Travelers and Continental. The greatest percentage of gain on figures available was made by the Metropolitan Assurance Underwriters in the office of the Finn-Elbow Company, which jumped more than 100 percent, and the Firemen's of Newark, more than 99 percent. The Home continues in lead position for the year with \$184,804 against \$217,836 for 1929; Liverpool & London & Globe second with \$174,333 against \$207,641. Other leaders for 1930 with their 1929 figures also are:

	1930	1929
Fireman's Fund.....	\$158,515	\$175,097
Aetna, Hartford.....	156,940	206,591
United States Fire...	150,659	173,220
Continental.....	143,126	137,886
Firemen's, Newark....	119,376	59,771
California.....	95,201	109,743
North America.....	94,792	118,224
Royal.....	90,685	103,082
Hartford.....	88,935	137,429
Globe & Rutgers.....	86,552	104,741
North British.....	85,002	102,061
Fire Association.....	83,645	97,281
Travelers.....	74,092	61,432
Millers National.....	73,005	99,346
Security, New Haven..	71,519	85,805

### Introduce Qualification Measure in California

SAN FRANCISCO, Jan. 21.—Providing penalties for operating without a license, for the appointment of an insurance qualification board to examine all applicants who will be charged a small fee for the privilege of taking the examination, and the defining of the status of a solicitor, agent and broker, the draft of the California agency qualification bill is now complete and will be introduced into the state legislature this week by H. B. Scudder, Sebastopol local agent and regional vice-president California Association of Insurance Agents, sponsors of the measure.

#### Will Discuss Legislation

LOS ANGELES, Jan. 21.—The Los Angeles Fire Insurance Exchange will hold a luncheon meeting Jan. 27, which representatives of practically all lines of insurance are invited to attend. The purpose of the meeting is to discuss proposed legislation to be presented at the current session. Members of the legislature from southern California are invited to attend and in addition W. H. Bennett, secretary-counsel of the National association, will be present and speak. It is also expected that Percy H. Goodwin, president of the National association, will attend.

### Small Profit Made in 1930

**Better Experience in California, However, Is Somewhat Offset by Losses Along Coast**

SAN FRANCISCO, Jan. 21.—Fire companies operating along the Pacific Coast will show a modest underwriting profit on 1930 writings in so far as California is concerned, a result that will be modified somewhat by losses suffered in Oregon and Washington, it is reported. In the latter states the business depression bore particularly hard upon wheat growers, lumbermen and shippers, all three being major activities, with the result that the demand for insurance fell off, while little diminution in losses occurred.

The one bright industry in the three states was fruit raising. Crops on the whole were substantial and brought satisfactory returns. The drive for insurance business along the coast was as intensive as in other sections of the country, and competition fully as keen.

### Plan Coast Offices Merger

**Officials of Home Fleet Consider Putting Running Mates Under One Roof for Efficiency**

NEW YORK, Jan. 21.—Ray Decker, Pacific Coast general agent for the Home of New York, and J. R. Molony, manager of the Pacific Coast department of the Home Indemnity and Southern Surety, are here conferring with President Kurth and other officials of the Home group regarding a rearrangement of the San Francisco offices of these companies. The offices of the Home, National Liberty and the two allied casualty companies are located at various addresses and the intention is to house them all under one roof if that is practical. It is expected that this will increase efficiency and reduce overhead. A. C. Baillie, secretary of the Home and head of its Pacific Coast division, was in San Francisco recently studying the situation and has certain definite ideas as to the most effective means for bringing about the arrangement. The whole matter will be gone over and final decision doubtless reached before the San Francisco managers leave for home.

### Interest in Oregon Appointment

SALEM, ORE., Jan. 21.—Considerable interest is being shown by Oregon insurance men concerning the appointment of an insurance commissioner by Governor Meier, who took office last week. Among those mentioned to succeed Clare E. Lee, present commissioner, are Gordon Baker, local agent of McMinville, and Walter Holcomb, Portland local agent.

### Medcraft Joins Finn-Elbow

Wyndham Medcraft, who recently resigned from the Southern Fire, has become manager of the fire department of the Finn-Elbow Company, San Francisco. For several years Mr. Medcraft was chief examiner for the Fireman's Fund. He is considered one of the leading fire underwriters on the coast.

### File Rate Control Bill

SAN FRANCISCO, Jan. 21.—Under the terms of a bill introduced in the California legislature by Sen. John Inman of Sacramento, insurance rates will come under some form of regulation to prevent control of the establishment of such rates. The bill is said to be directed against any such practices and is

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described as an anti-monopolistic measure.

### New Rule on Rewriting

SALEM, ORE., Jan. 21.—A new provision in the rules of the Oregon Rating & Survey Bureau is that policies of insolvent companies may be rewritten by other companies for the unexpired term at pro rata of the correct rates.

### Von Tagen with National

Charles Von Tagen, formerly with the National Liberty, has joined the National of Hartford. Mr. Von Tagen is one of the best known special agents on the Coast.

### Named to Manage Reinsurance

SAN FRANCISCO, Jan. 21.—The Pacific Reinsurance Bureau of this city has been appointed reinsurance manager for the Eagle Fire of Newark.

### Coast Notes

G. S. Townsend, former independent automobile and casualty adjuster of Phoenix, Ariz., has been appointed insurance manager for the Life Trust Bond Company of Los Angeles.

The San Francisco office of the National Board celebrated its tenth anniversary, Jan. 10. In honor of the event the New York office sent a beautiful basket of flowers.

The L. W. Gibbs Company has been organized in Salt Lake City. Mr. Gibbs, who is well known in insurance and bond circles there, is president and manager; D. C. Smedley, vice-president, and E. R. Ford, secretary-treasurer.

## Mountain Field Activities

### Restriction of Credit Urged

Suggests Possibilities of Creating Insurance Account Bureau in Denver to Check Evil

DENVER, Jan. 21.—Insurance agencies should quit giving longer terms of credit than is customary in other lines of business, according to A. P. Miller, Miller-West Agency, who addressed the January meeting of the Denver Association of Insurance Agents. Mr. Miller suggested the possibility of setting up a bureau by the association for the purpose of reporting unsatisfactory experiences with customers to other members. And he suggested joining the retail merchants credit association as a possible alternative.

In introducing the subject, President Steel said that the merchants of the city had recently tried announcements attached to the customers' monthly statements regarding the importance of prompt payment with good results.

He suggested a similar announcement for appending to all insurance statements of premiums due, indicating it is done by authority of the insurance agents' association. The effect of the latter, he thought, might be stronger than if the customer realized the ruling came only from the agent of whom he bought his insurance.

### Cashman & Evans Resign from Denver Agents Group

DENVER, Jan. 21.—The withdrawal of Cashman & Evans, general agents, from the Denver Association of Insurance Agents at the January luncheon meeting was announced by H. F. Evans, who said the action was taken on account of the ruling of the Supervisory Committee forbidding local agents to be interested in a general agency. He introduced his son, T. J. Evans, who has

purchased the local business from the senior Evans and his partner. The son will take up the membership formerly held by his father and Mr. Cashman in the local agents' association.

Mr. Evans explained that his firm had renewed a lease on its present quarters just before the new ruling of the Supervisory Committee, and since their general agency business would not require all the space under their control, his son would occupy part of it for his local agency for one year. He emphasized, however, that the sale of the local agency to his son had been bona fide, and that he was not retaining a dime's worth of interest in it.

### Discuss Municipal Insurance

DENVER, Jan. 21.—Definite steps were taken by the Denver Association of Insurance Agents at its January luncheon meeting to induce public officials to place a proper amount of insurance on municipal buildings, including school buildings. Vice-president S. L. Drake, Drovers Agency, led the discussion.

A major topic receiving attention in the discussion was the method for distributing the city's insurance business among the members of the association. It was suggested by one that the business be distributed according to the amount of taxes paid by the agencies. All matters discussed will be thoroughly investigated by the committee.

### Williams in San Francisco

DENVER, Jan. 21.—Frederic Williams, secretary of the Rocky Mountain Fire Underwriters Association, was in San Francisco last week, conferring with members of the Supervisory Committee. It is understood consideration was given to matters pertaining to the ruling of the Supervisory Committee requiring separation of general and local agencies.

### Mountain Notes

Ray Cooper of Silverton, Colo., has sold his agency to his son, Floyd Cooper.

B. G. Bradley, Steamboat Springs, Colo., who has operated an agency there for many years, has sold his business to J. H. Burroughs.

J. D. Tolman, manager of the First National Agency Co., is a new member who was introduced at the luncheon meeting of the Denver Association of Insurance Agents last Thursday.

Walter Kulp, who recently collapsed while at work in the offices of the Mountain States Inspection Bureau and was removed to a hospital, is making steady improvement at his home. He is a son of Manager W. J. Kulp of the bureau.

### Declines to Review Case Involving Ship Collision

The United States Supreme Court has declined to review a case in which the owner of a vessel involved in a collision was held responsible for the cargo on the lost vessel, although it was absolved of liability for the loss of the vessel itself. The case was M. & J. Tracy vs. Northwestern Fire & Marine. The Northwestern Fire & Marine was insurer of cargo on the vessel which sank in a collision with a vessel owned by M. & J. Tracy.

When the vessels were at a distance of 500 or 600 feet from each other, the steering apparatus of the vessel coming up the river broke, she took a sudden shear and flung to her port across the course of the Tracy vessel.

The circuit court of appeals for the second circuit held that the Tracy vessel was at fault, because it violated article 25 of the pilot rules for inland waters, requiring vessels to keep to that side of the fairway of midchannel which lies on the starboard side of such vessel. It held that although the faults of the vessel which sank may have been so gross that no recovery could be had for the loss of that vessel, the Tracy vessel was a tortfeasor as to the cargo on the lost vessel and was therefore liable to the insurance company.

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## EASTERN STATES ACTIVITIES

### Warfield Back in Harness

Baltimore Board Elects Veteran President Again After Three Years Retirement—Admit I. U. B.

BALTIMORE, Jan. 21.—H. M. Warfield, who for 20 years headed the Association of Fire Underwriters of Baltimore and resigned about three years ago, is again president of the association, having been elected at the annual meeting here last week. Mr. Warfield succeeds W. C. Cunningham, who had been president of the association since Mr. Warfield's resignation.

J. G. Price, who resigned as chairman of the executive committee, was elected vice-president succeeding C. O. Richardson. C. W. Wheelock, who was recently elected secretary-manager of the association, was also elected treasurer.

The new executive committeemen are: J. B. Riggs, chairman; Jacob Gross, C. H. Roloson, Jr. and E. J. Richardson. E. J. Cook is a hold-over member.

An important action taken by the association at the annual meeting was in voting to permit the Interstate Underwriters Board to operate in Baltimore territory.

### Must Pay Tax on Reinsurance

Connecticut Supreme Court Holds Equitable Cannot Deduct Business Written by Phoenix

HARTFORD, Jan. 21.—Reinsurance premiums paid to a Connecticut company on Connecticut business cannot be deducted by the Equitable Fire & Marine in computing its premium tax in that state, according to a decision of the Connecticut supreme court. Connecticut has no direct premium tax, but has a retaliatory law. Rhode Island imposes a 2 percent premium tax on Connecticut companies.

The Equitable in 1928 had Connecticut premiums of \$127,776, return premiums of \$12,126 and reinsurance premiums of \$82,069, the reinsurance all being placed in the Phoenix of Hartford, with which the Equitable is affiliated. The Rhode Island law allows the deduction of reinsurance from the taxable premiums "provided that it is shown to the satisfaction of the insurance commissioner that the tax on certain premiums and premium deposits and assessments has or will be paid in full" by the reinsuring company. The Connecticut retaliatory law applies the Rhode Island premium tax law to the Equitable in Connecticut. As the Phoenix does not pay a premium tax in Connecticut, and of course does not pay a premium tax on the reinsurance received from the Equitable, the supreme court holds that the reinsurance premium cannot be deducted by the Equitable.

### Bay State Club Elects

BOSTON, Jan. 21.—The Bay State Club, composed of special agents in the New England field with headquarters in Boston, held its annual meeting Friday evening and listened to a talk on a visit to Hollywood by "Bill" Cunningham, sports writer on a Boston paper. About 60 were present.

These officers were elected: President, A. A. Cairns, Glens Falls; vice-president, H. E. Wood, National Security; secretary, C. B. Marshall, Virginia Fire & Marine; treasurer, F. W. Harding, Great American.

### Castle Baltimore Manager

BALTIMORE, Jan. 21.—W. L. Castle has assumed his office of resident manager here for Johnson & Hig-

gins, succeeding the late J. M. Braun, who with his fiancée, was killed in an automobile accident last November.

Mr. Castle comes to Baltimore with a record of many years' experience in the insurance brokerage field in New York with Johnson & Higgins, and prior to that with Willcox, Peck & Hughes.

### Rogers Is on the Job

Because of the illness of Secretary C. F. Miller of the New York State Association of Local Agents, President T. L. Rogers is looking after the publication of its annual year book.

### McAuliffe Succeeds Munns

Leslie C. McAuliffe, who succeeds W. C. Munns, recently resigned as Philadelphia manager for Corroon & Reynolds, has been a resident of the Quaker City for a number of years and special agent for the Corroon & Reynolds companies there since 1928. He stands in high repute with both agents and brokers and has an intimate knowledge of Philadelphia business.

### Eastern Notes

J. J. Samson, 69, of the Samson & Decker agency, LeRoy, N. Y., died at his home. He was prominently identified with all community interests.

The James V. Joy agency, Bridgeport, Conn., has incorporated. Mr. Joy will be president, W. J. Buckley, vice-president; L. J. Reilly, secretary, and Miss Mary T. Kelly, treasurer.

The engineers of the National Fire Protection Association have secured the creation of a fire prevention committee organized jointly by the chamber of

## New Official



C. F. ARMSTRONG

C. F. Armstrong, who was candidate for lieutenant governor in Pennsylvania at the recent primaries, has accepted the position of Pennsylvania insurance commissioner. He is well known as a leader in the Pennsylvania house of representatives and took a prominent part in the passage of dry laws and enforcement acts.

commerce and the Manufacturers association at Bridgeport, Conn.

A. Q. Miller, 68, veteran Maine local agent, died at his home in Auburn Thursday. He had been in the insurance business in Auburn since 1889.

## MOTOR INSURANCE NEWS

### Gormley Goes to Texas

Will Head State Division of National Automobile Theft Bureau—Reduced Denver Losses

DENVER, Jan. 21.—E. A. Gormley, who has been special agent of the Automobile Protective & Information Bureau here seven years, has been made manager of the Texas division of the National Automobile Theft Bureau, with headquarters at Dallas.

Mr. Gormley has established a remarkable record of efficiency in the mountain field, and his efforts, combined with those of the Mountain Field Club, have resulted in greatly reduced loss ratios and rates. Some of the rates applicable in this city have been reduced 50 percent during the period of his operations here.

Many words of high appreciation and affectionate regard were spoken for Mr. Gormley at the annual meeting of the Mountain Field Club when his departure from this territory was announced.

R. G. Woods, with the Securities Corporation here for the past ten years, will succeed Mr. Gormley.

### Would Repeal Indiana Law That Governs Reciprocals

INDIANAPOLIS.—A bill repealing the 1919 Indiana law governing the operation of reciprocals has been introduced in the Indiana legislature by Representative Weiss of Indianapolis. Mr. Weiss declared that the measure was the result of a demand from Indiana citizens who have suffered losses in such associations, three of which have failed. Four reciprocals now are operating in Indiana under this law.

In the case of the Federal Auto-

bile, now in receivership, the court held that policyholders could not be assessed by the receiver. In another case the authority of the insurance department over reciprocals was assailed successfully when the superior court in Indianapolis held that the commissioner could not prevent such associations issuing what they termed "non-assessable" policies.

### Illinois Mutual's Official Answers Virginia Complaint

RICHMOND, Jan. 21.—The Virginia department has received a letter from T. F. Campbell, assistant secretary of the Illinois State Farm Mutual Automobile, in connection with the complaint filed recently by the W. L. Dechert Company of Harrisonburg, charging that the company has violated the Virginia law by writing business in this state and countersigning policies at the home office. He said it was his company's practice to have all applications mailed to the home office. Policies are issued there and mailed direct to the assureds, he explained, so that prompt service may be given and costs kept at a minimum. "If it is your desire that we should in the future send all policies to an agent in Virginia for countersignature we shall be pleased to do so," he said.

Hearing on the charges preferred by the Dechert agency is set for Jan. 27.

### Average Loss in Central West

In Western Fire Underwriters Association territory the average loss ratio for members of the National Automobile Underwriters Association will run about 55 percent. Owing to the reduction in rates in Michigan the premium income is decreased considerably in that state. Indiana has been demoralized for some time but is in better condition than it has been.

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# The National Underwriter

January 22, 1931

CASUALTY AND SURETY SECTION

Page Thirty-nine

## Skeptics Cross Insurance Path

Legislators, Commissioners Think Business Is Kidding in Its Claims

VIEW OF E. J. SCHOFIELD

Denial of Adequate Rates, Monkey Wrench in Machinery, Are Results of Disbelief, He Says

Because of a spirit of skepticism abroad, engendered by the extravagant claims of many enterprises, industries and organizations, it is difficult for the insurance business to impress upon legislators, insurance commissioners, and the public the real humanitarian and social service that it is rendering, according to the observation of E. J. Schofield, vice-president Globe Indemnity, in an address during Indiana Insurance Day.

"I sometimes think that the members of our legislative bodies," Mr. Schofield declared, "think we are kidding them when we tell them that the institution of insurance in this country is the third largest industry of the country, exceeded only in size by banking and railroads. If they did believe so, certainly they would not throw the monkey wrench into the machinery to the extent they now insist upon doing."

### Three Billion Payments

Another important insurance fact, which Mr. Schofield believes legislators are inclined to accept with a grain of salt, is that insurance companies, of all kinds, paid nearly three billion to policyholders in 1930. Another expenditure of insurance was \$13,000,000 in New York state alone for making places of employment safe or safer for the workers, including money spent in prevention of accidents.

Mr. Schofield mentioned the activities of the National Bureau of Casualty & Surety Underwriters in automobile accident prevention. He declared that legislators are disposed to discredit these claims despite the fact that through insurance departments of the state, the insurance business has no more privacy than a "gold fish" and claims can be substantiated from the records.

Mr. Schofield believes that insurance commissioners, too, are under the impression that the insurance business is "kidding" them in its claims. This is true, Mr. Schofield declared, "because it does seem that commissioners devote the major portion of their time to an effort to prevent insurance companies from obtaining an adequate rate for the insurance which they propose to carry. There is an element of political expediency which injects itself and which should be replaced by business considerations."

"If the insurance official would devote less time to the prevention of the insur-

## Beha Tells Why Agents Should Support Bureau

NEW YORK, Jan. 21.—Insurance agents who believe in organization among themselves should logically follow through with this principle and support only those companies which support the company organizations servicing the business for the good of the business, J. A. Beha, general manager National Bureau of Casualty & Surety Underwriters, told members of the New York State Association of Local Agents who held a regional meeting here this week.

"Your success and respectability as insurance agents and producers depend entirely on the proper conduct and the success of the business as a whole," Mr. Beha declared. "Your organized work as agents and producers amounts to nothing unless you in turn support the results of the companies' organized effort. Certainly if you believe in organization among yourselves you should support only those companies which support the company organizations servicing the business for the good of the business."

### Further Own Interests

"What does our elaborate cooperative organization mean to the agent? On other occasions I have stressed the point that the agents who are supporting the Bureau companies and observing the ideals of the Bureau are, by so doing, furthering their own interests directly, serving the best interests of their clients, and making it possible for the institution of casualty insurance to grow and prosper. A consideration of certain situations in the business makes these conclusions inescapable."

"In the first place, in matters pertaining to rates, the National Bureau is the stabilizing force in the entire casualty business. It is unquestionably essential that some cooperative organization undertake the functions now performed by the Bureau. If the experience of many companies were not combined for rate-making, there would be no proper basis for correct rates. Rates having been established must be maintained if the business is not to be demoralized by competition."

### Known for Fairness

"There is also another point to be considered in this connection. The Bureau is striving to be an organization of companies known for fairness, justice and honesty in dealing with policyholders and the public, as well as for fairness in dealing with each other. In this way the Bureau is attempting to promote the growth of public confidence in the institution of casualty insurance. This will help the agent. As public confidence

company from doing what he apparently believes they propose to do, namely, overcharge the public for the service rendered, and devote a greater part of his time and supervision to the prevention of the charging of a rate too low for the hazards involved, they would be serving the public better."

Likewise, Mr. Schofield declared, (CONTINUED ON PAGE 48)

dence in the institution of casualty insurance increases, the demand for the service the agent is selling will increase and as a result the agent will find his sales of insurance growing with proportionately less effort on his part. The agent's support of Bureau companies will therefore ultimately redound to his own benefit.

"The average policyholder relies upon his agent to select the company in which the business is to be placed. In justice to his client, should the agent not take care to place this business in a sound company? The agent who places the business of his client in the company which will accept it at a cut rate and pay excessive commissions is very likely to be jeopardizing the interest of his clients. He is dealing with an unsound company, financially or otherwise. This sort of business will certainly not contribute to the permanent success of the agent in his profession. The agent who abides by established rates, does not seek excessive commissions, and places the business of his clients in sound companies will not only be serving the best interests of his clients but he will be supporting the companies in their cooperative enterprises which, as we have seen, are for the best interests of all."

### Members Contribute to Others

"Why are you agents and producers here today? You are doing something for your business through your organization and your gathering. You are doubtless better insurance men because of your membership in this organization and your participation in its activities. The agent or producer who does not belong is benefited by the work of your organization without expending any effort to carry on that work."

"It is the same with the organization of companies. There is no other organization of casualty companies servicing the business as the National Bureau does. The companies which belong make the contribution and the others take a free ride. This is obviously unfair to the companies bearing the burden of the support of the organization."

### Monetary Cost Only Part

"The monetary cost of supporting that organization is only a part of the company contributions. There is also the time and thought and effort the company executives and officers give the business through the Bureau. The executive committee consisting of 15 company presidents or senior vice-presidents holds its meetings once a month or oftener and the discussions and deliberations of this committee usually last all day. Each department has its governing committee consisting of nine company officers and meeting as often as the business requires. All of these company men are working not for selfish, individual gain, nor for the good of their companies alone, but for the general good of the entire business. It is through the work of these committees and the Bureau staff that progress is made and methods of handling the business are improved."

## Automobile Toll Shows Increase

National Safety Council Figures Give 4 Percent Increase in Deaths

RECORD GIVEN BY STATES

Highest Mortality Ratios Are Found in the Rural Sections of the Country

The national motor vehicle "death curve" continues upward with a new "high" registered for 1930. The past year 32,500 automobile deaths occurred, a 4 percent increase over the 1929 record. Reports from 33 states and the District of Columbia, representing 75 percent of the population, form the basis of the National Safety Council's estimate. This 4 percent increase occurred in spite of the fact that there was less than 1 percent increase in motor vehicle registration during the past year.

### Record by States

Motor vehicle deaths increased 48.1 percent in Iowa in 1930. In decided contrast Rhode Island enjoyed a reduction of 20.1 percent last year while Washington, D. C., cut its motor vehicle deaths 28 percent.

Ten states with strong drivers' license laws showed an average decrease of 1.5 percent. These states are New Hampshire, Rhode Island, California, Connecticut, Maryland, Massachusetts, New Jersey, New York, Pennsylvania and Vermont. In decided contrast the states without standard drivers' license laws included in the list below show an increase of 8.3 percent.

### New Figure for Last Year

The new figure of 32,500 deaths is the highest in history and yet the 4 percent increase which it represents is really the lowest annual percentage increase since the reckless driver first became a safety problem.

The increase in 1929 was 12 percent. In 1928 it was 8 percent over the previous year. Increases since 1906 when the first motor vehicle records were kept, very often ran from 25 to 50 percent.

### Worst Record in Rural Territory

In its analysis of the various state records for 1930 the council finds that the large rural populations had by far the worst experience. Sixteen states, predominantly rural, reported 14 percent more fatalities last year than in 1929. In another group where city and farm populations were approximately equal, a 7 percent increase was reported. Practically all of these states as well as those in the predominantly rural group are located in the southern and western sections.

(CONTINUED ON PAGE 49)

## Camera Evidence Saves the Zurich \$50,000 in Appeal

What is believed to be the first use of motion picture films as evidence in a court of appellate jurisdiction occurred in the appellate division of the supreme court of New York in Buffalo in the case of Clements vs. Zurich. Attorney R. F. Potter of Chicago, representing the Zurich, introduced moving pictures, showing Clements, a dentist, using a finger which Clements claimed had been injured irreparably, and for which the dentist had received a judgment of \$50,000 against the Zurich in a lower court. Mr. Potter thus obtained a reversal from the appellate court.

Dr. Clements claimed that the middle finger of his right hand had been pinched between a rail and a street car when he slipped on the street. Each of his two first fingers on his right hand were insured for \$50,000 under the Zurich's special professional cover policy.

After Dr. Clements obtained judgment from the lower court, professional motion picture operators equipped with telephoto lenses were stationed in an office across the street from Dr. Clements' laboratory. There they remained for three weeks, during that period taking 1,800 feet of film, showing Dr. Clements at work in his laboratory using his third finger without favoring it in the least.

### Taylor Vice-president

NEW YORK, Jan. 21.—Trustees of the American Surety at their annual meeting Tuesday elected E. V. Taylor vice-president. Mr. Taylor has been vice-president of the New York Casualty, a subsidiary enterprise, for the past three years, and will continue in the post, in particular charge of casualty claims for both companies.

### RESOLUTION ASKS QUIZ OF NEW YORK TAXI INSURERS

ALBANY, Jan. 21.—Under the provisions of a resolution introduced in the assembly by William Schwartz, Democrat of New York City, a joint legislative committee would be created to investigate rates and practices of stock and mutual insurers of motor vehicles carrying passengers for hire. The committee would investigate the adequacy of rates and method of establishment. It would have power to investigate the advisability of establishing a state fund for carrying this class similar in nature to the state fund for workmen's compensation and shall report to the legislature of 1932.

The resolution grows out of the recent failure of mutual casualty companies writing taxi insurance. The resolution will be referred to the committee on ways and means.

## Arranges Fund to Pay Dead Bandit Rewards

A \$10,000 surety contract is being arranged by the protective committee of the Nebraska Bankers Association as a "cushion" in case the number of dead bank bandits for each of whom \$3,000 rewards are to be offered, increases faster than the association can collect funds to pay the rewards. The committee is urging banks to install tear gas bomb equipment or silent alarms, with outside guards or bullet-proof glass partitions for safety and protection.

## Loss Payments of National Surety Set All Time High

FOR ELEVEN MONTHS OF 1930

Net Payment of \$9,539,666 Represented 58,159 Losses, Which Was 8,000 More Than 1929

An interesting tabulation of losses has been issued showing that more than 8,000 crimes and business loss claims in excess of 1929 were paid in the first 11 months of 1930 by the National Surety. The company estimates its loss payments for the period at \$9,539,666. Its gross payments of \$14,035,352 were reduced by \$4,495,686 reinsurance.

The company paid 58,159 losses during the first 11 months, which it claims is a record for that period for any company in the 56-year history of the surety business in the United States. The total number of its claims in the corresponding period of 1929 was 50,071.

The largest single class of loss payments was bankers and brokers bonds, while the second largest was contractors bonds. Burglary insurance loss payments totaled only \$1,137,407 and loss payments on bank depository bonds, protecting government deposits, were only \$149,669 after deducting reinsurance.

The itemized tabulation, showing number of claims and gross amounts paid under the various classes is presented herewith:

Fidelity Bonds		
	No. of Claims	Gross Amount
Individ. bank employees	116	\$ 353,275
Fraternity order officers	856	169,735
Packing house employees		
Railroad employees	298	71,153
Insurance agents	72	54,496
Conversion and confiscation defaults	1,476	139,338
Federal officials	616	174,458
Other public officials	230	57,525
Miscellaneous fidelity	139	373,260
Bankers and brokers blanket	2,491	1,250,226
Total	3,646	3,240,973
Total	9,940	\$ 5,794,439
Surety Bonds		
Depository bonds	58	\$ 460,782
Court bonds (fiduciaries)	166	401,927
Court bonds (judicial)	416	385,004
Contractors' bonds	980	2,461,848
License guarantee and mortgage bonds	336	770,436
Total	1,956	\$ 4,479,997
Other Classes		
Burglary policies	2,136	\$ 1,137,407
Plate glass policies	1,084	40,781
Credit policies	470	1,494,249
Fraud bonds (small merchants)	37,029	620,101
Forgery bonds	5,544	468,378
Total	46,273	\$ 3,760,916
Total of all classes	58,159	\$ 14,035,352
Less reinsurance on other companies		4,495,686
		\$ 9,539,666

### Fake Auto Claim Indictments

BOSTON, Jan. 21.—Seven more persons have been arraigned in the Middlesex criminal court on secret indictments charging them with conspiracy to steal the property of the Travelers, American Employers Liability and the Employers Liability. These arraignments following the arrest of several doctors makes a total of 24 persons alleged to have been concerned in a scheme to defraud the companies by fake claims for damages in automobile cases. Further arrests are expected.

### Powell Leaves Public

G. W. Powell has resigned as vice-president of the Public Indemnity. He was previously vice-president of the Georgia Casualty at Atlanta, so continuing when the company removed to Newark several years ago. He plans to remain in the insurance business in Atlanta, and will announce a new connection within a short time.

## Southern Surety Wins by Telephoto Evidence

NEW YORK, Jan. 21.—The telephoto process for the transmission of evidence was used for the first time in a legal case by the Southern Surety in defending an action by Maurice Hartman, who sought damages from the Central Paving Co. for injuries, alleging he had spent a large sum for medical treatment. Through use of the telephotograph the surety company was able to secure from its head office in New York a copy of the doctor bill showing a charge of \$39, whereupon the jury found for the defendant.

## Another Quebec Gathering Set by Travelers for 1932

The Travelers announces another Quebec convention in June, 1932, for 1931 club members, including all members of the five major clubs who qualify, any agents who qualify in one leaders' and one producers' club, not in the same line, and any who have not qualified for a convention since the 60th anniversary meeting at Quebec in 1924 and who qualifies in one leaders' club or two producers' clubs.

There will be three clubs in each of the major lines, producers, leaders and major. In the life group qualification for the producers' club is \$100,000 of new regular life insurance and not less than \$2,000 first year premiums; for the leaders' club, \$250,000 of business and not less than \$5,000 first year premiums, and the major club, \$500,000, and \$10,000 premiums.

In the accident group there is required respectively \$1,200 of new accident premiums, \$2,000 and \$2,500; in casualty, \$1,800 of new premiums in public liability and indemnity lines, \$3,000 or \$4,000 respectively; in group, \$200,000 on new risks effective in 1931, \$500,000 or \$1,000,000 respectively. In the automobile insurance group the requirements are respectively \$2,000 of new premiums in any or all lines, \$5,000 or \$10,000.

## AUTOMOBILE RATES WILL BE OBSERVED

NEW YORK, Jan. 21.—There has been a report that some of the members of the National Bureau of Casualty & Surety Underwriters have presented protests as to automobile liability rates promulgated this month. Resolutions have been adopted by some local agents calling on members of local boards to disregard the rate. It is said that the member companies intend to stand by the rates and regardless of any action taken by local agents will live up to their pledge.

## GREAT NATIONAL WILL EXTEND ITS OPERATIONS

Announcement has just been made by S. B. Curry, vice-president and general manager of the Great National of Washington, D. C., of the licensing of the company by Maryland and Delaware. Mr. Curry has just returned from a tour of Georgia where he has been supervising the establishment of extensive agency representation. The company will now consider applications for agencies in the two additional states.

The R. N. Sine agency of the Abraham Lincoln Life has transferred its headquarters from Springfield to Decatur, Ill., where Mr. Sine has established a general agency office at 549 Citizens building.

## Much Interest in Case Deferring Liability

Claim men of automobile liability companies are much interested in the Wisconsin case of Bergstein vs. Popkin, which upheld the right of a company to put a condition in its liability policy deferring its liability until the injured party had secured a judgment against the assured.

The purpose of the policy provision is to keep the fact of insurance from the jury in the trial of an insured case. The point is of immense importance because of the notorious tendency of juries to grant damages when an insurance company is involved, without much regard to the facts affecting liability. In damage suit cases the attorneys for the plaintiffs always make a great effort to get before the jury the fact that the defendant is insured.

### Provisions of Law

In 1929 Wisconsin passed a law reading as follows:

"Any bond or policy of insurance covering liability to others by reason of the operation of a motor vehicle shall be deemed and construed to contain the following condition: That the insurer shall be liable to the persons entitled to recover for the death of any person or for injury to person or property irrespective of whether such liability be in praesenti or contingent and to become fixed or certain by final judgment against the insured, when caused by the negligent operation, maintenance, use or defective construction of the vehicle described therein, such liability not to exceed the amount named in said bond or policy."

Lawyers immediately began to name the insurance companies in all damage suit cases where the defendant was insured. This made it plain to the jury that any verdict would be paid with insurance money, and was highly prejudicial to the companies and in fact to the justice of the verdict.

The insurance company that insured Popkin inserted the following clause in its policy:

"No action shall lie against the company until the amount for which the assured is liable by reason of any casualty covered by this policy is determined by final judgment against the assured or by agreement between the assured and the plaintiff with the written consent of the company."

The supreme court sustains the validity and effectiveness of this provision, notwithstanding the law of 1929. The court holds that if the legislature intended to prevent a company inserting such a clause in its policy, it did not use the proper words to accomplish its intent.

## Continental Casualty Round Up

Branch managers of the Continental Casualty throughout the country were gathered in Chicago last week for a conference with Roy Tuchbreiter, vice-president and superintendent of agents presiding. Other executives and department heads were on the program.

## One Baltimore Driver in Six in Accident

BALTIMORE, Jan. 21.—One driver out of six was involved in an automobile accident in Baltimore last year, the Baltimore Safety Council reports.

Its report shows 22,450 persons were involved in accidents, 153 killed and 5,422 injured. For 1929 the figures were 23,000 involved, 169 dead and 5,253 hurt. In four years 635 persons have been killed in 55,946 traffic accidents, 21,039 injured and 37,397 crashes resulted in property damage.



## Relief of Officials From Depository Liability Goal

### CHICAGO SURETY MEN TO ACT

Flow of Public Funds from Small Banks  
in Illinois to Larger Centers  
Proceeds

Sponsorship of legislation, which would relieve public officials of depository liability in Illinois, was advocated at a meeting of the Surety Association of Chicago. W. O. Schilling, United States Fidelity & Guaranty, who is chairman of the association's legislative committee, suggested that the association support certain measures, which he predicted would be introduced by other interests, rather than to promote legislation of the association's own making.

Because of the expense of public official bonds in Illinois, those participating in the discussion declared that personal surety is too often obtained. The major element of expense in a public official bond is the depository feature, which the surety association of Chicago wants eliminated.

#### Public Officials Embarrassed

J. P. Keever, Maryland Casualty, pointed out that county treasurers are being embarrassed by their inability to secure depository bonds and that banks in small communities are worried because of the flow of public money to banks in Chicago and other larger cities in the state where corporate bonds are obtainable to protect those funds. Mr. Keever said that the Chicago bankers do not welcome this situation, because they are provided with excess funds, which cannot easily and profitably be put to use.

Mr. Schilling reported that at the last session of the Illinois legislature various measures were introduced to relieve city treasurers, school treasurers and other public officials of depository liability, by assigning to county boards and other political subdivisions the power to designate qualified banks wherein deposits might be made. Those bills were not successful, and Mr. Schilling predicted that substitute measures with certain objections removed would be introduced at this session. If legislation of this kind is successful, public official bonds so far as deposits are concerned would merely guarantee that the public official would not deposit in banks amounts in excess of what the bank is qualified for.

#### Right of Action Bonds

The association also considered recommending to the Towner Rating Bureau rating of right of action bonds. A proposal submitted to the membership was that the initial premium of \$20 should be collected as it is now, but instead of a flat 1 percent rate on the amount recovered that a rate of 1 percent per year be collected on the amount recovered. That method of rating, advocates declared, would hasten the closing of estates and remedy the condition whereby so much open liability is on the books of the companies.

One member informally advocated the Canadian system of charging a flat rate of \$200 for right of action bonds and returning \$100 of that amount when the estate is closed.

R. E. Cline, Aetna Casualty, was elected to take the place on the board of directors vacated by Walter Faraday, who has moved to the coast.

### Will Make Chicago Appointment

Vice-President Vanderbilt of the Constitution Indemnity expects to be in Chicago in about two weeks to complete arrangements for manager of its office there. No one has been appointed to fill the position since H. N. Douglass resigned to become co-manager of the Union Indemnity.

## Lovett Points Out Menace in Unemployment Insurance

### IS MONOPOLISTIC, SOCIALISTIC

Much Clamor Today for Spending  
Other Fellow's Money, Detroit  
A. & H. Men Told

DETROIT, Jan. 21.—"Most of the advocates of unemployment insurance, the old age pension and other social forms of insurance are those who would not have to stand the burden of payment," said J. L. Lovett, manager Michigan Manufacturers Association, speaking before the Accident & Health Managers Club of Detroit.

"There has been much oratory in this country in recent months concerning the spending of other people's money," said Mr. Lovett. "Unemployment insurance is decidedly socialistic and in the form that is being advocated in Michigan and several states at the present time is decidedly monopolistic as well. Theoretically, unemployment insurance is an excellent thing; in actual practice, when placed in the hands of the politicians it becomes a grave menace to the industrial and financial structure of the country."

Mr. Lovett spent several months in England studying the effects of the British unemployment insurance system and told of conditions there.

President R. T. Smith, Travelers, announced the appointment of J. P. Collins, National Casualty, as chairman of the legislative committee to succeed R. H. MacKinnon, Michigan Life, who was unable to serve.

### Indiana Unemployment Bill

INDIANAPOLIS, Jan. 21.—A state operated unemployment insurance fund bill has been introduced in the Indiana legislature. Employers would be required to pay into the state fund 1.5 percent of the company's payroll. Payments would amount to \$10 a week to persons 18 years old and over, and \$5 to those under 18.

### Rowley Assistant Manager

F. A. Rowley joined the Los Angeles branch office of the United States Casualty as assistant to J. P. Kessler, Pacific Coast manager. Mr. Rowley has been with the Commercial Casualty in that city.

### Ross Upham Star Producer

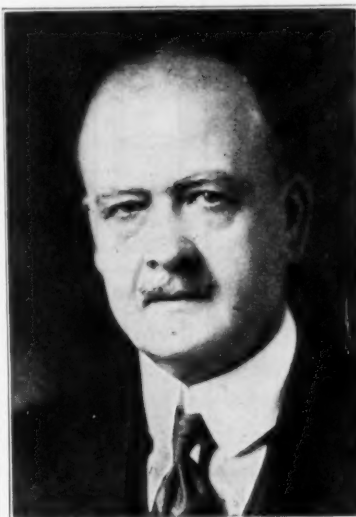
Ross Upham of Des Moines took first place among the agents of the Aetna Life for production of accident and health business in 1930. He is affiliated with the M. L. Seltzer general agency of the Aetna in the Iowa capital.

## Sue Bank Directors Who Signed Depository Bond

LOUISVILLE, Jan. 21.—Another argument against private bonding was aptly brought out by the filing of suits by the city of Louisville against 13 directors of the defunct National Bank of Kentucky to recover city deposits amounting to \$548,435 under a \$500,000 bond signed by these directors.

Demand had previously been made on the directors, without result. Two of the 13 have failed since the bank closed on Nov. 17, and at least some others, it is believed, will be unable to pay their prorate, throwing the load on the ones who can pay.

## Made President



A. E. FORREST

A. E. Forrest, who has been vice-president and general manager of the North American Accident of Chicago since its establishment, has been elected president to succeed the late E. C. Waller.

## Claim Litigation Reduced by Arbitration Committee

PHILADELPHIA, Jan. 21.—The first year's work of the Philadelphia arbitration committee of the Bureau of Casualty and Surety Underwriters has resulted in a marked reduction in the volume of litigation, according to W. F. Whittle, Maryland Casualty, chairman of the committee.

Mr. Whittle estimated that for every claim actually arbitrated probably a half dozen that formerly would have found their way into the courts were eliminated. Bound by the contract to bring their claims before the committee, potential claimants, he said, weigh more carefully the merits of their claims before pressing them.

"We have not been so busy in a long time as we have been in December and this month," Mr. Whittle said. "Claims are coming in thick and fast. This may be due in part to an increase in the number of accidents due to mental depression on the part of both pedestrian and motorist. People whose minds are preoccupied with worry become careless of small hazards. The driver thinking about the next payment on his car is not fully alert to the road before him."

"The business depression has affected accident insurance in two distinctly different ways. It has resulted in a greater ardor in pressing claims with little or no foundation and in the bringing of many minor claims that would not be made in more prosperous times."

"Larger claims, on the other hand, are being more easily settled in consequence of the need for ready cash. A man who might at another time hold out for a \$10,000 settlement is now likely to acquiesce when offered \$7,000 without delay or an expensive contest."

### Must Get New Policies

ALBANY, Jan. 21.—Owners of automobiles registered as omnibuses, who have filed policies issued by the insolvent Equitable Casualty & Surety of New York, and who have not since Jan. 1 substituted a new bond or policy, must secure at once indemnity in a solvent company, the commissioner of motor vehicles has ruled. The same procedure is required of motorists who gave proof of financial responsibility and who were insured by the same company.

## Springfield Agents Asked to Ignore New Auto Rates

### REBEL AT LIABILITY BOOST

Executive Committee of Association in  
Missouri City Suggests Common  
Agency Connection

The increased automobile public liability and property damage rate schedule, recently promulgated by the National Bureau of Casualty & Surety Underwriters, has met with resistance on part of the Springfield, Mo., Fire Underwriters Association. The executive committee of that organization has adopted a resolution advising members to ignore the new rates, which are stated in the memorial to be about 25 percent higher in the Springfield territory.

The advice of the executive committee is that agents, who are not able to place insurance at the old rates with their own companies, use the facilities of competing agents, whose companies are willing to write automobile business at the lower figure.

"In the event," the resolution concludes, "that a large proportion of the companies represented by association members insist on the application of the new and higher rates, it is the recommendation of the executive committee that the members of the association seek a common agency connection with a reputable and responsible company that will write the business and the members of the association at the old and lower rates."

The executive committee states that it has conducted an inquiry into the automobile experience in the Springfield territory and reports that it has been profitable to the companies over a period of five years.

The new increases, according to the resolution, "can only result in the automobile liability business being written by reciprocal and mutual companies, and automobile clubs, and the old line companies and agents will lose the business as fast as it expires."

### Bus Coverage Required

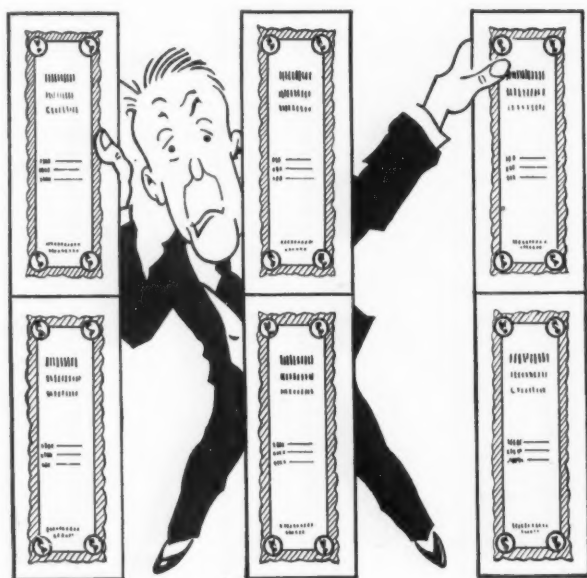
RICHMOND, VA., Jan. 21.—Regular bus carriers licensed by the Virginia state corporation commission must furnish the same liability protection that is required of for-hire vehicle operators, the commission announced. Regular passenger busses are required to post \$10,000 liability policy or bond and freight busses \$5,000.

### Kansas Compulsory Bill

TOPEKA, KAN., Jan. 21.—A bill to establish automobile compulsory liability insurance in Kansas has been introduced in the legislature. It requires every motor car owner to show a certificate of an insurance company that he is the holder of a proper liability policy, or become a self-insurer, before he can obtain a license for the car or truck.

## Awards of \$128,250 in Omaha Park Accident

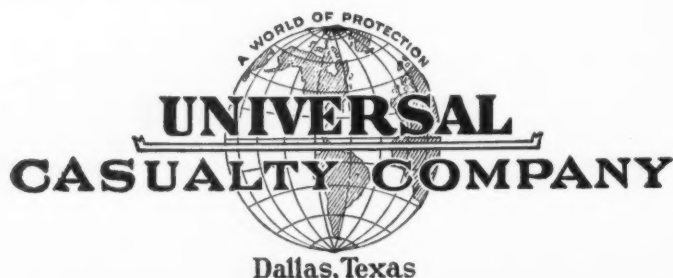
Awards totaling \$128,250 have been entered in the district court at Omaha against the owners of the Krug amusement park in 28 suits growing out of the accident July 24, in which four persons were killed and 19 injured when a roller coaster jumped the track. The company carried \$30,000 insurance and this has been paid. To this the company has added \$5,000, all that it could raise, and each of the plaintiffs has agreed to release the companies from further liability on payment of this sum into court. The heaviest award was for \$25,000 to a school girl whose mind is affected from head injuries.



There's no way out..

... for your client  
when you approach  
him with the many  
coverages of the  
Universal Casualty.  
There's money in  
the miscellaneous  
lines for you. Are  
you getting it?

EDWARD T. HARRISON  
President



## NEWS OF THE COMPANIES

### Passes Up Feb. 1 Dividend

Earnings of International Reinsurance  
Good But Directors Take Action  
Because of Shrinkage

LOS ANGELES, Jan. 21.—On recommendation of C. M. Hansen, president, directors of the International Reinsurance have voted to defer the Feb. 1 dividend of 50 cents a share, although operations for 1930 exceeded expectations, with total earnings of \$863,000, or practically \$6 a share on the outstanding stock. The company's holdings of stocks and bonds as of Dec. 31 had a shrinkage of approximately \$500,000 in market value as compared with their cost. "With this shrinkage in view and with the further facts before us that there is as yet no definite trend to indicate whether a permanent turn or upward swing in securities prices has been reached, and until such definite trend has been established it would seem prudent to conserve all assets and to defer any action as respects dividends," the report stated.

Total income from all sources for 1930 was \$7,724,000, as against \$3,418,000 for 1929. Excess of income over disbursements amounted to \$2,329,000, compared to \$1,231,000 in 1929. Incurred loss ratio to premiums earned is approximately 56 percent, with total commission and general expenses and taxes of 35 percent, leaving a net underwriting profit of approximately 9 percent, or an earned premium of \$469,000.

Net investment income was \$394,000, making total earnings \$863,000.

### Passes Quarterly Dividend

Money to Be Used in Creating Additional Reserves of Central Surety,  
Hudson Says

Directors of the Central Surety voted to pass the quarterly dividend which normally would have been paid Jan. 15, in order that the investment earnings may be used for creation of additional reserves and building of assets, according to statement of President Dennis Hudson to stockholders.

Mr. Hudson predicts that the annual statement, which will be completed about Feb. 1 will show an increase of 1 percent in premium income for 1930 over 1929, amounting to \$25,000. The company owns no common or preferred stock and its \$1,000,000 of mortgage loans have been carried without a cent of principal in default and with "only one small item of interest a few days overdue," according to the president. Mr. Hudson estimates that the value of the company's bond holdings will show an appreciation over Dec. 31, 1929.

The president reported that the company now has direct contractual relations with 946 agents in the company's 43 states and the District of Columbia.

### Louisiana Receiver Asked

NEW ORLEANS, Jan. 21.—Elmo E. Walker, receiver for the Home Accident of Little Rock, has applied to the district court here for the appointment of an ancillary receiver to administer the corporation's property in Louisiana. He said the company has property assets in this state amounting to approximately \$25,000.

### Reports Premium Increase

SEATTLE, Jan. 21.—Further evidence of sound underlying business conditions in the Pacific northwest is noted with the report of United Pacific Casualty that net premiums increased 12.53 percent last year. Net premium income totaled \$1,146,470.

### Moss Carriers Hold Premiums

Writings of New Orleans Group Only  
\$500,000 Less in 1930 Than  
in 1929

A reduction in premium income of the constituent companies of the Insurance Securities group of New Orleans of less than \$500,000 during 1930 compared with 1929, is reported by W. Irving Moss, president. The net premium income of the companies was \$22,950,949 in 1929 and \$22,493,700 in 1930.

The casualty companies in the group, consisting of the New York Indemnity and the Union Indemnity wrote net premiums of \$19,159,130 in 1930, compared with \$19,431,154 in 1929.

### Fire Premiums Increase

The fire companies consisting of the La Salle Fire, Iowa Fire and Bankers & Merchants Fire wrote \$1,135,610 in net premiums in 1930 and \$1,096,831 in 1929.

Title guarantee and life premiums of the Detroit Life, Union Title Guaranty Company and Union Title & Trust Co., amounted to \$2,199,960 in 1930 which is contrasted with \$2,422,962 in 1929.

"We have passed through a very trying year for underwriting in all fields of insurance but we feel much gratified with the result," President Moss commented on the figures. "We have been especially fortunate in almost completely escaping depository liability on distressed banks in all sections of the country. Our investment securities have shown considerable shrinkage in value but the financial position of all company members of our group will be very pleasing and satisfactory to our many friends when disclosed through our annual report to be published about the end of the month."

### New Jersey Taxi Mutual Is Taken Over by Department

NEWARK, N. J., Jan. 21.—The Jersey Mutual Casualty has been taken over by the New Jersey insurance department. It is claimed that the company is insolvent due to a number of outstanding judgments. There is a possibility that it may be allowed to reorganize and resume business. There is a movement on foot to levy an assessment on the policyholders which may produce sufficient funds to meet its obligations.

### Formed by Taxicab Owners

The Jersey Mutual was organized in 1926 as the result of a law being passed compelling taxicabs to be insured and at that time none of the stock insurance companies writing automobiles would write the business. Taxicab owners then formed the company. It now has assets of \$312,000 and liabilities of \$362,000. Losses have been running very high the past six months. Joseph DeSant, a prominent taxicab owner in New Jersey, is president.

The Globe Indemnity has written a blanket binder for 30 days to cover the jitney operators in Hoboken that were insured by the Jersey Mutual Casualty until they can make other arrangements for insurance coverage.

### Liquidate Pennsylvania Surety

HARRISBURG, PA., Jan. 21.—The Pennsylvania insurance department has taken possession of the Pennsylvania Surety for the purpose of liquidation. The action was taken in accordance with a decree of the Dauphin county court.

The court order was issued, the department said, because it was apparent the corporation is insolvent and further transaction of business would be haz-



# SO BIG!

**S**O BIG!—it must be good. Size is very much over-rated. Because a thing is big is not guarantee of superiority. There was a run on a bank with 59 branches last December. Physicians have given a name to excessive size—Acromegaly.

It does not denote strength; but bulk. You would not vote for a president on the basis that he had been a freak in a circus sideshow.

And it seems to us if we were an Insurance Agent that we would pick and select the companies we were to represent, not so much on size, or how much space they occupied; but solely on their ability to be of service. We would not be nearly so much interested in how many agents they had as in how long their agents stayed. We'd check for—

Willingness to cooperate.  
Sportsmanship in meeting obligations.  
Liberal claim policy.  
Financial strength.  
Able home office executives.  
Their **trend** of growth.  
The personal equation.

Size must fight an ever increasingly difficult battle to save personal equation from being obliterated entirely, from being submerged in routine and lost. For the best and most enduring insurance relations occur where there is an intimate relationship between agent and company—a daily give-and-take of advice, information, suggestion and stimulus.

No, size isn't everything. There are, however, unquestionably many insurance companies which combine most of the desirable qualities with size. And certainly size may be praiseworthy; but we hope never to become so big that our reputation will rest only on our size. Then, indeed, might it be a symptom of disease.

If you are contemplating a new surety and casualty connection, check size last.

CASUALTY  
INSURANCE



FIDELITY AND  
SURETYSHIP

## Standard Surety & Casualty Company — OF NEW YORK —

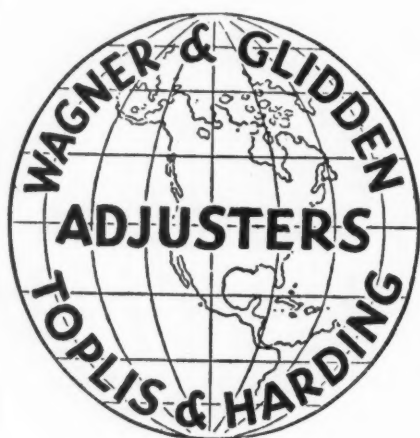
*Home Office: 80 John Street, New York, N. Y.*

FRANK G. MORRIS, *President*

***"A Multiple Line Casualty and Surety Company"***



SERVICE UNEQUALED

ALL OVER THE  
WORLDAn organization of specialists in the handling  
of all claims, including—AUTOMOBILE — AVIATION — USE & OCCU-  
PANCY—FIRE—TORNADO—RENTAL — SPRIN-  
KLER LEAKAGE—FURS—JEWELRY—ALL RISK  
BURGLARY — LIVE STOCK — BLANKET BONDS  
—RADIUM—FINE ARTS.CHICAGO — NEW YORK — PHILADELPHIA  
LOS ANGELES—SAN FRANCISCO  
MONTREAL—LONDON—MANCHESTER  
STRASBOURG—ANTWERP—GENOA  
ALEXANDRIA—CAIRO—SHANGHAI  
PARIS—MARSEILLES—NICE

Represented in every principal city in the world

ardous to its policyholders, creditors and  
the public.**Contractors Cas., Mo.**—Assets, \$318,909;  
unearned prem., \$16,050; liability reserve,  
\$11,208; compensation reserve, \$40,500;  
capital, \$200,000; surplus, \$58,380. Ex-  
perience:

	Premiums	Losses
Liability .....	\$ 9,484	\$ 1,149
Workmen's comp....	37,532	24,262
Total .....	\$ 47,016	\$ 25,411

**Nevada Surety & Bond.**—Assets, \$347,-  
017; unearned premiums, \$7,915; loss re-  
serve, \$2,000; capital, \$250,000; surplus,  
\$74,302. Experience:

	Premiums	Losses
Fidelity .....	\$ 806	.....
Surety .....	39,137	.....

Total .....

**Consolid. Taxpayers Mut., N. Y.**—As-  
sets, \$254,416; liability reserve, \$117,413;  
commissions, etc., due, \$4,728; surplus,  
\$35,726. Experience:

	Premiums	Losses
Liability .....	\$ 155,948	\$ 4,656

**National Protective, Mo.**—Assets, \$76,-  
566; loss reserve, \$42,744; commissions,  
etc., due, \$14,735; surplus, \$19,086. Ex-  
perience:

	Premiums	Losses
Accident .....	\$ 522,334	\$ 153,275

**Reliable Auto.**—Assets, \$187,049; un-  
earned premiums, \$86,168; loss reserve, \$21,-  
091; liability reserve, \$11,843; surplus,  
\$54,086. Experience:

	Premiums	Losses
Auto fire .....	\$ 46,376	\$ 21,931
Auto theft .....	68,728	31,016
Auto liability .....	28,801	9,358
Auto prop. ....	14,485	6,423
Auto. coll. ....	90,192	78,497

Total .....

**Income Guaranty**—Assets, \$235,216; un-  
earned premiums, \$51,999; loss reserve,  
\$6,709; commissions, etc., due, \$592; capi-tal, \$124,100; surplus, \$46,053. Experi-  
ence:

	Premiums	Losses
Accident and health.	\$ 328,947	\$ 139,215

**Blds. & Mfrs. Mut., Ill.**—Assets, \$1,-  
423,083; unearned premiums, \$8,396; loss re-  
serve, \$1,153; liability reserve, \$172,398;  
comp reserve losses, \$664,579; commis-  
sions, etc., due, \$4,206; surplus, \$388,811.  
Experience:

	Premiums	Losses
Auto liability .....	\$ 11,415	\$ 332
Other liability .....	118,415	28,702
Workmen's comp....	825,082	765,083
Auto. prop. damage..	4,169	648
Auto collision .....	678	253
Other P. D. and coll.	10,144	2,314
Auto fire and theft..	2,811	120

**Eureka Casualty, Cal.**—Assets, \$642,-  
822; unearned premiums, \$184,607; loss re-  
serve, \$35,257; liability loss reserve,  
\$57,536 commissions, etc., due, \$25,354;  
capital, \$225,830; surplus, \$75,931. Ex-  
perience:

	Premiums	Losses
Liability .....	\$ 253,784	\$ 217,494
Fidelity .....	8,644	29
Surety .....	45,004	.....
Auto prop. damage..	91,213	52,193
Auto collision .....	127,800	.....
Other auto lines....	53,079	23,643

Total .....

**Columbus Mut. Life.**—Assets, \$19,000,-  
522; unearned premiums, \$138,510; loss re-  
serve, \$37,358; commissions, etc., due,  
\$3,574; capital, \$500,000; surplus, \$1,170,-  
524. Experience:

	Premiums	Losses
Accident and health.	\$ 303,739	\$ 192,764

## Company Notes

The **Commercial Casualty** has been li-  
censed in Wyoming.The **Fireman's Fund Indemnity** has  
been licensed in Canada with W. Rae  
Blight, Toronto, as chief agent.

## CASUALTY PERSONALS

**R. I. Boswell**, manager at Richmond,  
Va., for the Consolidated Indemnity, has  
histrionic ability far above the ordinary.  
So agreed his friends in the in-  
surance fraternity who were fortunate  
enough to hear him play one of the leading  
parts in Molnar's "The Swan," when it  
was presented by the Little Theater  
League last week.Keeping step with present day trends  
the January issue of the house organ of  
the **Fidelity & Casualty** is out in an en-  
tirely new form, and one markedly  
superior to that previously followed. It  
is a 32-page publication, well illustrated  
and printed, and of convenient pocket  
size. The latest number has as its cover  
design a reproduction of one of the  
company's striking posters, and as its  
leading article a well penned contribu-  
tion upon "Bonding Agents as Advisers  
to Business." The publication, started  
36 years ago when the late G. F. Seward  
was president, now has a regular cir-  
culation of approximately 18,000 copies  
a month, some 15,000 going to the com-  
pany's agents.**Henry Meigs** of Meigs & Cope, promi-  
nent Milwaukee surety man, has been  
elected a director of the Consolidated  
Indemnity of New York.**L. K. Kirk**, Standard Accident statis-  
tician, addressed a large group at the  
Forum in Detroit last Sunday afternoon  
on "Business Cycles."**James McCarthy**, manager in Detroit  
for the Interstate Business Men's, died  
recently. His widow plans to continue  
his business.**A. L. Tash**, vice-president and New  
England manager of the Fidelity & De-  
posit and one of the outstanding writ-  
ers of surety bonds in the east, died of  
heart failure in Boston last week at the  
age of 52.

Mr. Tash had not been in the best of

health for some weeks but until an x-ray  
examination of the heart last week re-  
vealed a dangerous condition there was  
no thought of serious consequences.  
He passed away in his sleep after hav-  
ing bid his family good night.Mr. Tash was born in Lewiston, Me.,  
Nov. 14, 1878. He was educated in  
Portland, Me., public schools and West-  
brook seminary. In 1899 he obtained a  
clerkship in the Boston office of the Fi-  
delity & Deposit of Maryland and five  
years afterwards he was made manager.In 1913 he became manager for Mas-  
sachusetts, New Hampshire and Ver-  
mont and in 1919 Maine was added to  
his territory. In 1918 Mr. Tash was  
appointed vice-president and since 1927  
he has been manager for all of New  
England, except Connecticut, with offi-  
ces at 40 Broad street, Boston.**I. S. Doolittle** of San Francisco, field  
man with the Pacific Employers,  
plunged to his death from a fourth story  
hotel window in that city. He is be-  
lieved to have lost his balance. Before  
joining the Pacific Employers Mr. Doo-  
little was with the Royal, and also was  
with the Home of Arkansas at Los An-  
geles for several years.Recognition of 25 years in the Travel-  
ers service was given Manager **W. B.  
Phelps** of the Boston office last week  
when Mr. Phelps' associates gave him  
a banquet.Half of Mr. Phelps' 25 years with the  
Travelers was spent in Albany where  
he organized the branch office. He went  
to Boston 12 years ago as manager and  
has been most successful in developing  
life business.A number of home office officials  
were present at the dinner, including P.  
V. Baldwin, assistant secretary; W. E.  
Mallory, agency secretary; G. V. Kuch-  
ner, superintendent of agencies; Secre-  
tary J. E. Ahern and Wyckoff Wilson,  
assistant secretary.



# Here Is the NEW 1932 INSURANCE CALENDAR

» Designed Especially to Aid Insurance Men in Selling «

HERE is the new 1932 insurance calendar designed especially by insurance advertising experts to fit the selling needs of insurance men. It has a twelve sheet brown rotogravure pad mounted on a red colored heavy board back (15 1/2 x 9 inches in size.) There are twelve different pictures—one for each month—which both please the eye and sell insurance. Under each picture is a short, right-to-the-point timely sales argument featuring a different type of coverage each month.

## Your Name Strikes All Eyes

Your name is printed at the top of the back in the latest modern type where it strikes all eyes. The numerals of the pad are large and visible at a distance.

Calendars are the most effective and economical form of advertising for insurance men. They will be on the job 366 days in 1932 keeping your name and business before your clients' and prospects' eyes.

## Exclusive Franchises Granted

Exclusive franchises for The National Underwriter Calendars will be sold in cities of less than 100,000 population. If you want the exclusive franchise in your city you had better make arrangements right away for reserving it. Mail the coupon today for further information and if you wish a complete sample send ten cents in stamps.

## 7 Reasons

### Why You Should Use National Underwriter Insurance Calendars:

1. Designed by advertising experts especially to fit the selling needs of insurance men.
2. Twelve graphic sales appeals—A new seasonal picture each month representing different types of coverage.
3. Printed in two colors: red backs and brown rotogravure 12-sheet pads.
4. Your name imprinted at top where it strikes all eyes.
5. Heavy colored board back.
6. Exclusive franchises granted in cities of less than 100,000.
7. Most economical and effective form of advertising.

If you want the exclusive franchise in your city write today!

R. C. Straub      R. W. Landstrom      J. A. Peters

**STRAUB & LANDSTROM**

Insurance—Real Estate

185 Fifth Street      SAGINAW      Phone A-1736



Insurance—the safeguard of the American home. Protection against: Fire, windstorms, burglary, heating boiler explosions, etc.

1932 JANUARY 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
☾ New Moon 7th	☾ First Quar. 15th	☾ Full Moon 23rd	☾ Last Quar. 30th	☾	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

1931 DECEMBER 1931						
SUN	MON	TUE	WED	THU	FRI	SAT
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

1932 FEBRUARY 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

This is a fac-simile of the complete National Underwriter Insurance Calendar with its heavy board (9x15 1/2 inches) red colored back and its 12-sheet brown rotogravure pad.

The National Underwriter Co.,  
 41946 Insurance Exchange, Chicago, Ill.  
 Gentlemen:

Please send me full particulars about The National Underwriter's 1932 Insurance Calendar and tell me how I can secure an exclusive franchise in my city.

☐ Enclosed is 10c in stamps for sample calendar.

Name .....  
 Street Address .....  
 City ..... State ..... (Fire)

**MAIL COUPON TODAY!**

Your name here  
 where it strikes  
 all eyes.

A new seasonal  
 picture each  
 month — repre-  
 senting twelve  
 different types  
 of insurance cov-  
 erage. A re-  
 newed interest in  
 the calendar  
 every month  
 with every new  
 picture.

A right-to-the-  
 point sales ar-  
 gument for each  
 month.

Large well-  
 proportioned  
 numerals.

Handy  
 Telephone list  
 underneath  
 pad.

Months  
 before and  
 after.

## Arthur L. Ladd & Company

*Claim Department*

A-2027 Insurance Exchange  
Chicago

△  
△△

announce the establishment  
beginning February 1st of a  
special adjustment depart-  
ment covering fire, automo-  
bile, fire and theft, collision,  
inland marine and burglary  
losses

headed by  
**Peter M. Schoenberg**  
who is especially qualified  
from experience and training  
to handle all adjustments.

## FIDELITY AND SURETY NEWS

### Coast Surety Meeting Held

S. L. Webster, Maryland Casualty, Is  
Elected President of Northern  
California Association

SAN FRANCISCO, Jan. 21.—S. L. Webster, Maryland Casualty, was elected president of the Surety Underwriters Association of Northern California at its annual meeting. E. R. Davis, Pacific Indemnity, is vice-president, and A. D. Mennie, Royal and Eagle Indemnity, was reelected secretary-treasurer. On the executive committee are E. C. Porter, Guy LeRoy Stevick, A. W. Hillback, A. C. Posey and John Brophy.

Plans were discussed for the annual banquet to be given in honor of the outgoing president, E. C. Porter.

Following that meeting, the Northern California Fidelity & Surety Acquisition Cost Conference held its meeting. The same officers were elected, because of the similarity of the scope of the two organizations. The Fireman's Fund Indemnity was admitted to membership in both organizations.

### Trust Estate Bonds Sought

LOUISVILLE, Jan. 21.—There has been an increased demand for trust estate bonds in Louisville the past few days, as a result of the courts naming other trust companies to handle estates which were in either the Louisville Trust Co. or the National Bank of Kentucky when they closed.

### Would Permit Personal Surety

Attorney-General Norwood has introduced in the Arkansas legislature a bill to permit county officials to substitute personal surety bonds for corporate

bonds on funds deposited in banks. General Norwood said surety companies have declined to take such risks unless the depository bank also has a surety bond in force. The general depression and the resultant series of bank failures has made it difficult for some of the county officials recently taking office to provide the sureties required by law.

### Hoover Dam Project

NEW YORK, Jan. 21.—Representative surety underwriters who were in conference with the management of the Towner Rating Bureau here regarding the furnishing of bonds on the Hoover dam project, felt very confident the contract would only be awarded an individual, firm or corporation thoroughly competent to undertake the stupendous task, and that in consequence no difficulty would be encountered in writing the \$5,000,000 bond required by the government of the successful contract bidder. Bids for the initial unit of the work will be opened at Denver, March 4.

### Portland Officers Relected

PORTLAND, ORE., Jan. 21.—At its annual meeting the Surety Association of Portland reelected the following officers: George W. Haerle, Sexton & Co., president; L. A. West, J. McI. Wood-West Company, vice-president; W. B. Gilham, National Surety, secretary-treasurer.

### Doenges Heads St. Louis Men

The annual dinner of the Surety Underwriters Association of St. Louis resulted in election of following officers: President, F. H. Doenges, Fidelity & Deposit; vice-president, Frank Mead, Aetna Casualty; secretary-treasurer,



**Practical—**

**Experienced—**

**Cooperative—**

*and always ready to help Agents and  
Brokers solve their problems*

**Maryland Casualty Company**  
**Baltimore**

**Casualty**

**Since 1898**

**Bonding**



Alan Hoblitzell, U. S. Fidelity & Guaranty; executive committee, T. L. Farrington, Hartford Accident; O. L. Kincheloe, American Surety; Mark Crawley, Globe Indemnity; Walter Zachritz, Union Indemnity; C. P. Daniel, New Amsterdam Casualty.

### Sheriffs Must Pay Premiums

LANSING, MICH., Jan. 21.—Michigan sheriffs must supply bonds at their own expense, according to a ruling by Attorney General Voorhies. The board of supervisors of one county objected to paying the premium on the sheriff's \$10,000 bond and applied for a ruling. The attorney general found that the law stipulates a bond shall be provided but gives the supervisors no authority for expending county funds on the premium.

## Workmen's Compensation

### Subcommittee Is Appointed

Created to Consider Compensation Questions Arising Between Sessions of Commissioners

Creation of a subcommittee of the workmen's compensation committee of the National Convention of Insurance Commissioners, to which questions may be referred between sessions of the convention, has been announced by Commissioner Garfield W. Brown of Minnesota, who is chairman of the workmen's compensation committee.

Members of the subcommittee are Commissioner Brown of Minnesota, Commissioner Merton L. Brown of Massachusetts, and Commissioner Boney of North Carolina.

The creation of this subcommittee was authorized at the mid-year meeting of the National Convention of Insurance Commissioners as the result of the adoption of amendments to the constitution of the National Council on Workmen's Compensation insurance after the special representative of the convention on the National Council had reported that they were pending but before the workmen's compensation committee had acted upon them.

### Pennsylvania Shows Decrease

HARRISBURG, PA., Jan. 21.—A decided decrease in the number of industrial accidents in Pennsylvania has been reported. There were 144,679 accidents causing a time loss of two days or more reported to the workmen's compensation bureau last year, 1,762 being fatal. This is a decrease of 21,978 or 13.2 percent as compared with the 1929 figures. Fatal accidents decreased 11.9 percent.

### Iowa Amendments Proposed

DES MOINES, Jan. 21.—Recommendations for five amendments to the Iowa compensation law are made by A. B. Funk, industrial commissioner, in his report to the governor. He urges compensation for volunteer firemen, optional coverage for farm workers, adequate compensation for seven-day workers and protection for employees of subcontractors. "It would appear that death or injury is unusually frequent in the Iowa mining industry," he said. "If there is organized endeavor to reduce this loss and distress, as is said to exist, it has been of little value in effecting relief."

### Carriers Covered, Newsboys Not

Route carriers delivering newspapers under the direction of the circulation manager or other agent of the publisher come under the workmen's compensation act, but newsboys selling papers for their own profit are not entitled to compensation, according to a ruling of the Virginia industrial commission.

## CASUALTY ASSOCIATION NEWS

### Quinn Heads Michigan Group

Casualty and Surety Managers Organize on a Permanent Basis in Detroit

DETROIT, Jan. 21.—The Michigan Association of Casualty & Surety Managers was reorganized upon a permanent basis at its annual meeting here

last week, and H. B. Quinn, Detroit manager Maryland Casualty, was elected president. Mr. Quinn is a past president of the Casualty & Surety Field Club.

Stewart Richardson, Detroit manager Standard Accident, was elected vice-president and J. W. Callahan, now president of the field club, was elected secretary-treasurer.

Membership will be limited to man-

agers of stock casualty and surety companies that are affiliated with the National Bureau of Casualty & Surety Underwriters.

Meetings are to be held regularly on the first Monday of each month.

### Southern Safety Men Elect

MONTGOMERY, ALA., Jan. 21.—The Alabama-Georgia Safety Association at its convention here, voted unanimous support for adoption in Alabama of a code for pressure boilers and elevators similar to those in other states.

Officers elected are: H. D. Gedney, Associated Mutuals, Atlanta, president;

# Centralize

NATIONAL  
SERVICE

Automobile  
Plate Glass  
Burglary  
Public Liability  
Compensation  
Accident & Health  
Insurance  
and  
Fidelity & Surety  
Bonds

CAPITAL  
\$1,000,000  
  
SURPLUS TO  
POLICY-  
HOLDERS  
Over \$2,000,000

ASSETS  
Over \$4,000,000



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Step by step from just the ordinary, every day run of casualty insurance service during the

TWENTY YEARS

Central Surety's management has continuously and progressively administered Central Surety and its predecessors

INTO

service that includes an automobile policy of unusually broad cover—a plate glass policy of proven value as a business builder—a Non-Cancellable Auto Accident policy that earns its popularity—all

SERVICES THAT SELL.

## CENTRAL SURETY AND INSURANCE CORPORATION

KANSAS CITY

MISSOURI

DENNIS HUDSON, President

L. S. Radway, American Mutual Liability, Atlanta, vice-president; W. H. Davis, Southeastern Compensation Rating Bureau, Birmingham, secretary; F. M. Buck, United States Fidelity & Guaranty, Birmingham, treasurer.

### Robinson to Speak in Newark

**W. A. Schaefer New Head of Casualty Underwriters Association of Northern New Jersey**

NEWARK, Jan. 21.—W. A. Schaefer, new president of the Casualty Underwriters Association of Northern New Jersey, has called a special meeting in Newark Jan. 29, when E. E. Robinson, manager of the automobile department of the National Bureau of Casualty & Surety Underwriters, will talk on the "Responsibility of the Public as to Automobile Insurance Rates." He will tell why automobile liability rates have been increased. Members of the association plan to invite a number of their agents to attend the meeting so as to enable them to explain to their clients the "whys and wherefores."

New officers of the association in addition to Mr. Schaefer are J. A. Berry, Fidelity & Casualty, vice-president; S. H. McKeag, Concord Casualty & Surety, secretary, and H. D. Meyer, Glens Falls Indemnity, treasurer. The executive committee is composed of Walter Schryver, U. S. F. & G., chairman; W. J. Morcom, Aetna Casualty, and William Haynes, New Amsterdam Casualty.

### Claim Association to Expand

**Louisville Organization Plans to Include Adjusters for Fire and Automobile Companies**

LOUISVILLE, Jan. 21.—The Louisville Claim Men's Association has adopted a resolution for expansion of the organization, through taking in adjusters for fire, automobile and allied companies. Its membership in the past has been chiefly of adjusters of casualty companies, with no provision for fire adjusters.

Some of the latter class of adjusters had indicated that in view of the fact that they had no organization of their own they would look favorably on a program that would enable them to enter the existing organization. The association has been in operation for about three years, and is now a very well organized body.

Officers elected at the annual meeting are: President, G. L. Hoffman, Trav-

elers; vice-president, F. H. Vaughn, Liberty Mutual; secretary, John Spillman, Bituminous Casualty; treasurer, Tolden Canada, Louisville Railway Co.

### Detroit Club Elects Friday

**James Kelly and J. F. Horton Are Proposed for Presidency—German Sea Raider to Be Speaker**

DETROIT, Jan. 21.—The annual meeting of the Casualty & Surety Field Club of Michigan will be held here Jan. 23. James Kelly, Century Indemnity, now first vice-president, and J. F. Horton, Aetna Casualty, are suggested by the nominating committee for the presidency. For first vice-president, the committee nominated Chapin Greene, New Amsterdam Casualty, now second vice-president, and J. S. Richardson, of the Standard Accident branch. The candidates offered for second vice-president are P. F. Lee, United States Fidelity & Guaranty, and H. D. Hart, Maryland Casualty. The names of R. N. Brannan, Maryland Casualty, present secretary-treasurer, and W. A. Povenz, assistant manager of the National Bureau of Casualty & Surety Underwriters, Detroit, are proposed for secretary-treasurer. Sixteen nominees for the nine positions upon the executive committee were reported.

A. S. Cowlin of the National Bureau, in charge of arrangements for the meeting, has secured Count Alfred von Niezychowski, who was first officer of the German sea raider "Kronprinz Wilhelm" during the war, as speaker.

### Philadelphia Association Headed by T. A. Engstrom

T. A. Engstrom, Aetna Casualty, is the new president of the Casualty Underwriters Association of Philadelphia. First vice-president is Dodd Bryan, North America; second vice-president, M. G. Neff, U. S. F. & G.; secretary, J. B. Councilman, Fidelity & Casualty.

Elected to the executive committee were J. M. Richardson, Globe Indemnity; J. W. Donahue, Maryland Casualty; Stanley Kite, Hartford; M. J. O'Brien, Fidelity & Casualty; A. P. Schuenemann, New Amsterdam Casualty; G. T. Barber, Ocean Accident; J. W. Williams, London Guarantee & Accident; E. W. Helms, Home Indemnity; J. F. Glancey, New York Casualty; W. W. Berry, Massachusetts Bonding; A. S. Wickham, Hartford Steam Boiler; A. H. Reeve, Travelers; S. J. Carr, Stand-

ard Accident; F. A. Roberts, Glens Falls Indemnity; C. J. McNutt, Century Indemnity; R. S. Britton, Preferred Accident, and E. B. Abbott, Zurich.

### Install New Louisville Officers

LOUISVILLE, Jan. 21.—The Louisville Casualty & Surety Association at a dinner meeting installed the new officers elected at the annual meeting. These officers are: President, W. G. Meinhart, E. J. Miller & Co.; vice-president, Ernest Williams, Liberty Bank & Trust Co.; secretary-treasurer, M. O. Diggs, U. S. F. & G.

### Brink to Address Field Club

E. J. Brink of the New Century Casualty in Chicago will address the Casualty Field Club there Feb. 9 on "Burglary Insurance."

### Casualty Notes

The Zurich General Liability and the Zurich Fire have been licensed in Montana.

J. F. Reeve, an attorney, discussed the "Defense of a suit under the occupational disease statutes" before the Chicago Casualty Adjusters Association Wednesday evening. R. T. Luce, president, presided.

### Skeptics Cross Insurance Path

(CONTINUED FROM PAGE 39)

agents discount the statements of companies and companies the statements of organized agents.

Mr. Schofield concluded with a discussion of the acquisition cost problem. He believes that the problem could never be settled by the application of any methods thus far proposed. "No group of companies forming themselves into a conference can settle, maintain or police any workable scheme," he said. "No group of agents can do any better. We must reverse our action and start not by thinking in terms of percentage of commission, but rather by analysis of the actual necessary service rendered and then determine the value in dollars and cents of that service."

Mr. Schofield added that qualification of agents might be determined by the same method used by the bar association of California in determining the qualification of lawyers. That association is entrusted with the power of fixing the qualifications necessary for admission to law and practice in California. Mr. Schofield declared that any state might turn over to agents of that state the self-governing authority to provide for the qualification of those

who are to enter the business and for the retirement of the unqualified or the unworthy.

Mr. Schofield advocated a new viewpoint in selling, such as is illustrated by manufacturers of gowns who sell "a regal appearance to the women," rather than the dress itself and makers of cold cream who sell complexions rather than the cream itself. Likewise insurance companies might sell new panes of glass rather than plate glass insurance; estates rather than life insurance; income and expense money instead of accident insurance.

### Moore New England Manager

**Takes Charge of Boston Office of Fidelity & Deposit, Succeeding A. L. Tash, Who Died Last Week**

BOSTON, Jan. 21.—Announcement is made of the appointment by the Fidelity & Deposit of Lawrence W. Moore as New England manager of the company, to succeed A. L. Tash, vice-president and New England manager, who died last week.

Mr. Moore was born in Pittsburgh 38 years ago and after leaving high school went with the Fidelity & Deposit in its Pittsburgh office 19 years ago as a stenographer. He later had training in the home office in Baltimore and was afterward connected with the Cincinnati and Detroit offices of the company.

He came to Boston in 1921 as special agent and was made assistant manager of the Boston office eight years ago and manager in 1927. As New England manager he will have charge of all New England except Connecticut.

Mr. Moore has been continuously with the Fidelity & Deposit for 19 years with the exception of the time he served overseas with the A. E. F., having the rank of captain.

### Fidelity & Casualty Men Are Attending Meeting

NEW YORK, Jan. 21.—Resident Managers and general agents of the Fidelity & Casualty are here from all sections of the country attending their annual convention at the initial session Monday. Ernest Sturm, chairman of the board, made an inspirational address being followed by Wade Fetzer of Chicago, vice-chairman. Other speakers were Vice-Presidents A. J. Ferres and W. C. Billings. Mr. Ferres serves as general chairman of the conferences.

# BATES ADJUSTMENT COMPANY

OKLAHOMA CITY, OKLAHOMA  
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**OUR** staff is experienced in casualty adjustments including two Licensed Attorneys specializing in casualty compensation and aviation investigations and adjustments covering the state of Oklahoma.

*We have served the Fire Insurance Companies since 1897*



## Automobile Toll Shows Increase

(CONTINUED FROM PAGE 39)

The best reductions were made by states with large city populations, located principally along the north Atlantic coast and most of them having effective drivers' license laws.

### Best City Records

In addition to Washington, D. C., Philadelphia, Cleveland, Baltimore, Los Angeles and New Orleans also enjoyed fine reductions among cities.

Railway grade crossing deaths showed big reductions in 1930. In the first nine months there was an 18 percent drop from the corresponding period of 1929. The pedestrian also fared a little better in 1930 than during the previous year when fully 50 percent of the victims were struck while on foot. Collisions of two motor vehicles or of motor vehicles with fixed objects continued to exhibit the worst record during 1930.

The improvement in the urban areas may indicate that at last some progress toward control is being made, in the opinion of W. H. Cameron, managing director of the National Safety Council.

An examination of the percentage increases and decreases by states reveals some very interesting data:

### Percentage Decreases

Washington, D. C.	28.0
Rhode Island	20.1
Connecticut	16.5
Arkansas	9.6
Delaware	7.8
New York	4.4
New Jersey	2.8
Michigan	2.1
Pennsylvania	1.0
New Hampshire	0.9

### Percentage Increases

Nevada	0.0
Georgia	0.4
Massachusetts	1.5
North Dakota	2.1
Wyoming	2.7
California	3.9
Ohio	4.4
Alabama	5.2
Minnesota	5.6
Indiana	6.4
Nebraska	7.2
Maryland	7.5
North Carolina	0.6
Florida	9.4
Wisconsin	9.4
Oregon	13.2
Virginia	13.7
Vermont	14.7
Kansas	16.1
West Virginia	19.3
South Carolina	22.1
Arizona	29.0
New Mexico	47.1
Iowa	48.1

### TRAVELERS GIVES FIGURES

HARTFORD, Jan. 21.—With an indicated decrease in the motor vehicle mileage in this country last year of at least 15 billion miles, or around 10 percent, the number of automobile accidents increased around 13 percent, deaths more than 4 percent, and the injured toll, 13 percent. The motor vehicle accident record last year in this country shows that 32,500 persons were killed and more than 960,000 hurt in 635,000 accidents.

Such are the results of motor vehicle traffic in the United States for last year, as shown by an analysis of state reports extended through mathematical calculation by statisticians of the Travelers to cover the entire country. Because of the greater number of deaths and injuries and increased damage to property, fully \$300,000,000 in claims was paid by the insurance companies writing automobile casualty, life and accident insurance.

### Analysis of Figures

By far the largest percentage of persons injured in automobile accidents during the year were either the occupants of cars or hit by cars that also had no apparent mechanical defects. The analysis indicates that nearly 95 percent of the injured toll of more than 960,000 were the victims of automobiles in good condition. Drivers of automobiles were responsible last year for more than three times as many motor vehicle

accidents in this country as pedestrians.

More than 7,000 pedestrians met death during the year primarily through their own fault, while approximately 2,300 other pedestrians were killed because of the actions of drivers. In the death of more than 5,000 other pedestrians, the responsibility was shared jointly.

The injuring of more than 150,000 persons was found traceable to the actions of pedestrians, and more than 45,000 to motorists, with more than 110,000 injuries due to the actions of both.

Three specific driving violations by operators of automobiles were responsible last year for 68 percent of the accidents due to improper driving, while the actions of pedestrians crossing thoroughfares were contributing factors in more than 57 percent of the mishaps.

The three specific violations by drivers were exceeding the speed limit, driving on the wrong side of the road, and failing to grant the right-of-way. The actions of pedestrians at intersections and on streets added to the danger.

### Percentages as to Age

More than a fifth of all persons injured in automobile accidents last year were under the age of 15. The victims by number included more than 45,000 children under the age of 5, and more

than 170,000 over that age but under 15. Nearly a third of the children injured under 5 years of age were occupants of cars, while in the group of 5 to 14, slightly more than a fifth were the occupants of cars.

Seven out of every 10 persons hurt from 15 to 54 years of age were riding in automobiles, while among the injured victims over the age of 54, fewer than half were the occupants of cars. Pedestrians suffering injuries in the ages of 15 to 54 numbered 23 percent as against 50 percent in the ages over 54.

The analysis shows that persons under the age of 15 and over the age of 54 comprised 67 percent of pedestrian deaths numbering around 15,000 out of a total 32,500 motor vehicle fatalities last year. Among the pedestrians injured, 58 percent of the victims were under the age of 15 and over the age of 54.

The peak of fatal accidents during a day of 24 hours occurred from 4 p. m. to 9 p. m., as 38 percent of the accidents which resulted in deaths happened within those five hours. Thirty-seven percent of the non-fatal accidents also occurred from 4 p. m. to 9 p. m.

Every local agent should subscribe for a personal copy of The National Underwriter.

## Wife Can Sue Husband in Wisconsin, Not in Illinois

MADISON, WIS., Jan. 21.—The Wisconsin supreme court has denied the claim of Mrs. Mildred Schwab Buckeye of Milwaukee for damages against her husband. Miss Schwab was injured while riding in an automobile driven by Buckeye in Illinois, and brought suit against him. However, she had married the defendant after the accident. The court held the Illinois law applied in the case and therefore she could get no damages.

Had the accident occurred in Wisconsin she would have been able to maintain the suit, because of the independent status of a married woman in the state. The court pointed out that in Illinois a woman can not sue her husband for damages.

The Central West Casualty of Detroit announces the appointment of W. P. Gregory as superintendent of payroll audit. He has been connected with the Central West for a number of years.

## The part we play in the performance of a great service

THE Agent glanced up as a haggard young man entered his office. A claimant, he guessed. Suddenly he remembered. A year ago, this man had wanted to cancel the disability endorsement on his Life policy. Probably he would never need it, he had said, and he did not wish to pay the extra premium.



The man spoke—"tuberculosis—sanitarium—disability benefits—arrange payment—my wife."

The Agent made the necessary arrangements, recalling the day when all his powers of persuasion had been necessary to convince this man of the value of the disability endorsement, its non-cancellable feature and waiver of premium clause. The sick man spoke his thanks, left.

Another day brought another visitor—the ill man's wife, left without income or support. She was anxious about the disability benefits. The Agent reassured her.

Payments would start soon and continue as long as disability lasted. She smiled pathetically.

"That will enable me to keep my children with me. We will go to my mother's and we will manage to get along."

Thirteen months passed, each bringing Continental's draft.



Then death came. A few days later the Agent delivered Continental's final draft—\$3,000. Not a great sum, but as he handed the widow the check and saw the gratitude in her eyes, he gave thanks for the renewed realization of the part he had in a great work—for a day when he had convinced a healthy young man that the future is uncertain and insurance the only safeguard.

THE Continental Companies, their officials and every man and woman among their thousand employees also have a full realization of their part in the performance of a great service—to individuals and to society. It is that realization that inspires and makes possible the careful and considerate attention the Affiliated Companies give to the needs, great and small, of their every agent and policyholder.

Continental Casualty Company  
Continental Assurance Company  
CHICAGO---ILLINOIS

# 12 advantages

available to agents representing the Belt Companies

- established coast to coast agencies.
- specialists in automobile insurance.
- strong financial backing.
- complete coverage policies.
- fair claim and adjustment policy.
- low cost, high quality protection.
- policies that sell easily and stay sold.
- non-discriminating rate schedule.
- liberal payment features.
- territory open in 19 states.
- unusual agency contracts.
- careful training for agents.

C. M. NICHOLS, PRESIDENT

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All Lines but Stressing Excess Fire Reinsurance General Classifications

## Auto Insurance Is Strengthened

(CONTINUED FROM PAGE 3)

could not be popularized. This presents an impasse even now.

Companies have not been willing to sell collision for a considerable period at a reduced price which surely would result in underwriting loss. They have not been convinced in the past that this eventually would result in a substantial increase in this cover and restore the balance through new business.

The staff committee of the National automobile association met in Atlanta last week and many of these considerations were gone over. The principal object of the meeting was to prepare the new manual, release date of which has not been announced.

### Year's Operations Reviewed

Several pertinent facts about the 11 months' operations of the association arise in the new year. First, automobile business was generally much more satisfactory. It is reported that a great many fire insurance executives have expressed the hope that general fire business could be as good as automobile is now.

There are now 203 members of the association, or between 90 and 95 percent of all stock companies writing automobile in this country. These represent better than 90 percent of the stock automobile premiums.

There has been a great measure of coordination and cooperation in the association. Relations with state departments have been good. Sectional difficulties, one of the greatest bars to smooth operation of the old conference, have been much reduced. This has been particularly evident at recent meetings of the staff committee.

### Theft Business Better

Theft business was much better last year, but as is usually the case when improvement is shown in one quarter there is a reaction in another. Fire business was much worse. This was due to a moving around of the moral hazard. Companies through the theft bureaus and increased cooperation with peace authorities and manufacturers have greatly reduced theft hazard.

Theft experience on two well known makes of cars was reduced to one-third when the manufacturers installed coincidental locks on transmission and ignition. However, it was found in the succeeding year that fire experience on these two makes throughout the country was greatly increased. This has been the general experience on most makes, substantiating the claim of many underwriters that moral hazard is one of the greatest factors met in the automobile insurance business.

### Much Collusion Exists

It has been said recently that as much as 70 percent of automobile thefts involve moral hazard and collusion of owner. Underwriters believe this may be true when they contemplate the better experience on theft last year and the diametrically opposed results on fire. Certain it is that many car owners are "selling" their cars to the companies through the fire route rather than the theft, because it is easier and there is practically no chance for conviction of arson.

Most persons in the insurance business do not appreciate the many opposed interests which have had to be brought together by the association in order for it to function smoothly. One executive says "The state authorities say we should handle our own business. We could do that very efficiently, but when we take any action or propose any changes for the sake of efficiency, we get objections from manufacturers, assureds and agents, or some state authority notifies us that it is against the law. If the rates are raised there immediately is complaint that they are too high and this is placing a premium on mutual or reciprocal insurance. If we lower the rates there is complaint that the com-

missions are reduced. But in good time this will all be worked out."

One other major problem faces the National automobile association, that of fleets. There is no question but that many illegitimate fleets are being written throughout the country. This is a problem on which the association has worked for a solution satisfactory to all concerned, but as yet there is nothing to announce.

## Annual Reports Arouse Interest

(CONTINUED FROM PAGE 3)

the street' that the loss would be at least twice that figure, is taken as highly significant.

Local agents, field men and home office underwriters will have to exert their every mental and physical energy to maintain premium income within the next 12 months, it is generally conceded. A silver lining is that fire insurance is more likely to be conducted on a cash basis.

Shrinkage in premium volume last year made highly imperative the prompt collection of agency balances and special agents, driven harder on this item than ever before, discovered in many cases the cash could be obtained.

The too free granting of credit by companies to their agents, and by the latter in turn to assureds, had become all too prevalent, and a determined effort is now being made to get back to a more business-like basis.

### Would Reveal Insurance

OKLAHOMA CITY, Jan. 21.—A bill has been introduced in the Oklahoma legislature permitting the introduction of testimony showing that parties involved in a personal injury and property damage liability suit carry insurance.

### Position Wanted

Competent compensation, liability and automobile liability underwriter with ten years experience, capable of taking complete charge of department, desires position in home office or branch office of a sound progressive casualty company. Address S-59, The National Underwriter.

### Ohio Field Representative

High grade field man desires connection with strong high class Casualty Company writing automobile lines. Knows territory and conditions throughout state. Best of references. Address S-58, The National Underwriter.

### POSITION WANTED

Experienced special agent desires connection for field work or underwriting. College graduate. Midwestern territory preferred. Presently employed. References. Address S-60, National Underwriter.

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## ACCIDENT AND HEALTH FIELD

### A. E. Forrest Succeeds Waller

**Founder of North American Accident  
Becomes President—St. Clair  
Is Vice President**

A. E. Forrest, who has always been the chief executive in the actual operation of the North American Accident of Chicago, was elevated to the presidency of that company at a meeting of the board of directors Tuesday. Formerly holding the title of vice-president and secretary of the North American Accident, Mr. Forrest succeeds the late E. C. Waller in the presidency. Mr. Waller, who died about 10 days ago, had other extensive interests and in the North American concerned himself mostly with the investment policy. Recently, however, he had left even that matter to the other executives of the company.

Mr. Forrest, a Canadian by birth, has been one of the most active figures in the accident and health field. He was prominent in the old International Association of Accident Underwriters when it comprised companies writing only accident and health business. He was one of the founders of the Detroit Conference and has been prominent in the Health & Accident Underwriters Conference.

#### Founded Company in 1890

Mr. Forrest started the North American Accident Association, a mutual, in 1890. There was at that time no law in Illinois under which a stock accident company could be organized. The company was reincorporated in 1899 and now has a capital of \$400,000.

A. E. Forrest, Jr., was made secretary of the company and Edward St. Clair, general counsel, who has been second vice-president, becomes vice-president and assistant secretary. George F. Manzelmann, agency director, takes the title of second vice-president. E. L. Kaiser was reelected assistant secretary.

Mr. Waller also held the position of treasurer, but this place was not filled at the meeting Tuesday.

At a meeting of the stockholders to be held later, a director will be elected to take Mr. Waller's place on the board. There is some question as to the status of Mr. Waller's holdings, inasmuch as he died intestate.

### Central Casualty Examination

A report of the examination of the Central Casualty of Columbus, O., released by the Ohio department shows total admitted assets as of Oct. 31, 1930, of \$146,367 and surplus of \$108,277. The earned income for the first 10 months of 1930 was \$205,945. The Central Casualty is a mutual protective health and accident company on the stipulated premium plan. It was incorporated in 1917 and began writing business early in 1918.

### Enters Monthly, Group Field

The Metropolitan Casualty, which heretofore has engaged only in writing general casualty and surety lines, is establishing a monthly premium accident and health department and a group accident and health department, and expects to have them in operation by Feb. 1. An intensive campaign will be put on for the development of these two lines throughout the country.

The accident and health division of the Metropolitan Casualty is now under the same management as that of the Commercial Casualty, in general charge of F. W. Benjamin and P. G. Garey, and the new department will be in charge of the home office personnel, which has had many years' experience in those two branches.

### Federal Life Clubs' Meeting

**Reception of Agents by President  
Hoover Is Highlight of Convention  
in Washington**

The two agents' organizations of the Federal Life of Chicago, the Federal Life Club and the Inner Circle, met in Washington, D. C., Jan. 21-23, the convention opening "Life Insurance Day." The Loop agency of Illinois, A. W. Friskey, Jr., manager, had the largest combined life and accident and health premium production and also largest life production, while the San Francisco district agency under Manager R. B. Oshier had largest production of accident and health. F. J. Pankey, Illinois, was leader in personal production of combined life, accident and health, as well as of life premiums alone, and F. D. G. Walker, Illinois, led in personal production of accident and health. W. C. Hardgrove, Alma, Mich., is president of the 1930 Inner Circle and Julius Cohn, Gary, Ind., president of the 1930 Federal Life Club.

President I. M. Hamilton of the company conveyed greetings to the Federal Life Club in session Wednesday morning and Superintendent Baldwin of the D. of C. welcomed members. A feature of the day was reception of the club members and guests by President Hoover. Vice-president L. D. Cavanaugh spoke on "Insurance—the Symbol of Thrift" in the afternoon and there were talks by general managers and agents.

Vice-president George Barmore spoke on "The Agency," Thursday, Vice-president E. C. Budlong on "Look Ahead and Learn as You Earn," and there were other talks by agents. The Inner Circle was to meet Friday.

### Hobbs Backs Two Bills

TOPEKA, KAN., Jan. 21.—Commissioner Hobbs of Kansas will ask the legislature for the enactment of two bills affecting accident and health insurance. One would require accident and health companies writing non-cancellable policies to deposit a higher reserve than is required of companies writing the cancellable policy. Now both kinds of policies require the same reserves.

The other would provide that accident and health companies that force claimants to go into court in the settlement of accident and health claims to pay an attorney fee, the amount of the fee to be fixed by the court trying the case. It only would apply if the company loses in the court. It is the same provision as now applies to fire insurance companies made applicable to the accident and health companies.

### National L. & A. Meetings

The National Life & Accident will hold three territorial conventions in February, the first for the northern agents in Chicago Feb. 13-14, the second for the south in Biloxi, Miss., Feb. 20-21, and the third for the western territory in Dallas Feb. 27-28. Managers in each case will arrive one day earlier for a separate managers' meeting.

### Discuss California Convention

SAN FRANCISCO, Jan. 21.—Members of the San Francisco Accident & Health Managers Club hope that the annual meeting of the state association, scheduled for Los Angeles may be held the week of Sept. 21, when the National Association of Insurance Agents meets there.

G. W. Kemper, Great American Indemnity, secretary-treasurer of the San Francisco club, says a record delegation



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Also

### General Coverage Policy

**Rate \$2.00 per \$100—Minimum Premium \$2.00**

applying to articles or garments of Fur, Cloth or Leather against all risks of Fire, Lightning, Burglary, Holdup, Theft and Transit risks, in the home or elsewhere in United States and Canada.

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IN ONE POLICY  
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LIABILITY	LIABILITY	THEFT	HEALTH
PROP. DAMAGE	TEAMS	PLATE GLASS	WORKMEN'S
COLLISION	ELEVATOR	STEAM BOILER	COMPENSATION

**General Accident**  
FIRE AND LIFE



ASSURANCE CORPORATION, Ltd.

FREDERICK RICHARDSON, *United States Manager*  
GENERAL BUILDING - 4TH & WALNUT STS.  
PHILADELPHIA

will attend from northern California if the meeting can be arranged so that members can attend many of the sessions of the national agents' organization.

### Making Development Plans

KANSAS CITY, MO., Jan. 21.—J. F. Lydon, manager of the accident and health department of both the Ocean Accident and Columbia Casualty, will be in Kansas City Jan. 22-24, looking over conditions here preparatory to laying out development plans for 1931.

### Many Carbon Monoxide Deaths

An alarming increase in the number of deaths from carbon monoxide asphyxiation in recent months has been noted by the Fidelity & Casualty, according to W. McK. Hillas, vice-president in charge of the accident and health department.

No complete figures are available to show the extent of the increase, Mr. Hillas said, but the percentage for 1930, as compared with the fatalities from this cause in 1928 and 1929, was very large.

### Claim Men Hear Eye Specialist

Dr. Stanford Gifford, eye specialist and a professor in the Northwestern University medical school, gave an interesting talk before the Chicago Claim Association at its January meeting on methods which are used in the detection of those who are "faking" eye injuries, and especially those that pretend to be blind in one eye, often one of the most difficult things to detect. He demonstrated the use of some of the instruments that are employed for this purpose.

### Will Meet at Swampscott

The International Claim Association will hold its annual meeting at Swampscott, Mass., which has been the scene of several previous meetings of the association, Sept. 14-16. Officers of the association are now at work on the program.

### Newspaper Policy Bill Blocked

SALEM, ORE., Jan. 21.—A move to prevent newspapers from selling insurance policies with subscriptions has been blocked by the legislative interim committee on insurance. The bill will not be presented at this legislative session.

The **Independence Indemnity** has added to its prohibited occupational list for accident insurance the occupation of bank guards.

## Casualty Field Changes

### U. S. Casualty Appointments

J. C. Heitman Named Supervisor  
Western New York; J. P. Devine  
Eastern Ohio, West Virginia

The United States Casualty has appointed J. C. Heitman as district supervisor for western New York and J. P. Devine as district supervisor for eastern Ohio and West Virginia.

Mr. Heitman has traveled New York for the United States Fidelity & Guaranty, the Ocean Accident and Constitution Indemnity. Mr. Devine was formerly associated with the National Surety and the Indemnity of North America.

### Huff Director of Joyce & Co.

H. T. Huff has arrived in Chicago from the home office of the National Surety to assume his new duties with Joyce & Co., general agents for the National Surety and other companies. Shortly after his arrival Mr. Huff was elected a director and vice-president of Joyce & Co.

### W. B. Nelson Promoted

W. B. Nelson, Jr., who has been casualty superintendent in the Memphis branch office of the United States Fidelity & Guaranty, has been appointed assistant manager at that office.

J. B. Pemberton, who has been in training in the Richmond branch office, has been assigned to Louisville as special agent.

### Detwiler Louisville Manager

The National Union Indemnity has placed G. D. Detwiler in charge of its Louisville office as manager. He was formerly manager of the Southern Surety service office at Louisville. S. C. Harlowe, formerly special agent for the U. S. F. & G. at Lexington, Ky., will act as special agent.

Kentucky special agents for the National Union Fire have moved into the same office with the indemnity company.

Clarence Johnson, who has been at the home office of the Standard Accident, has gone to the Newark office as chief underwriter.

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PROBATE BONDS

PUBLIC OFFICIAL BONDS



RECENTLY an insurance man said to one of our special agents:

"I would like to represent a company like

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only you don't write bonds . . . and my bonding business is quite large."

May we broadcast our correction of this false belief.

**THE  
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Agency connections are always open to bonding specialists.

Write to our General Agent, Branch Manager, or to the Agent's Department, Boston, Massachusetts.

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# Indianapolis Remembers



High ideals . . . love of liberty . . . and an unfaltering memory inspired Indianapolis to erect two of the world's most glorious monuments in honor of the sons who fought and who died in her defense.

The Soldiers and Sailors Monument, illustrated at the left, is known throughout Europe and America. Located in the very heart of the City it is recognized as one of the finest pieces of colossal sculpture in existence. It was built in the years between 1887 and 1901 and is the second tallest memorial in the United States, yielding precedence only to the Washington Monument.

The Indiana World War Memorial, shown below, is an everlasting tribute to those who gave their services to their Country and to those who made the supreme sacrifice. The imposing central shrine of the Memorial is in the center of a beautiful landscaped plaza 500 feet wide and a half mile long. When completed the entire project will have cost over \$10,000,000. The symbolic figure before the Memorial Building of a gallant, inspiring, clean-limbed youth, enfolded by an American Flag, is a silent epitome of all that the War Memorial is intended to express.

Indianapolis is the home of another full functioning branch of UNION INDEMNITY COMPANY and NEW YORK INDEMNITY COMPANY. The office is in the Association of Commerce Building which fronts directly upon the War Memorial Plaza.

Indianapolis remembers. And when you come to visit the War Memorial, we want you to remember that our office is nearby. We should like to help make your stay in Indianapolis a pleasant one.



## Union Indemnity Company

A DIVISION OF INSURANCE SECURITIES COMPANY, INC.

New York Indemnity Company

Detroit Life Insurance Company

Union Title Guarantee Company, Inc.

Bankers & Merchants Fire Insurance Company



Iowa Fire Insurance Company

La Salle Fire Insurance Company

Union Title and Trust Company, W. B. P.

EXECUTIVE OFFICES: UNION INDEMNITY BUILDING, NEW ORLEANS

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